



Silver Leaf AWARDS

2019 Winners Lauréats de 2019

British Columbia Colombie-Britannique

Employee Engagement

Engagement des employés

I Am Your Nurse

PHSA Communications Team

Award of Excellence

Prix d'excellence

Human Resources and Benefits Communication

Communication liée aux ressources humaines
et aux avantages sociaux

I Am Your Nurse

PHSA Communications Team

Award of Excellence

Prix d'excellence

Marketing Communication

Communication marketing

Programs of Choice

Burnaby Schools, Dana Bales and team

Award of Excellence

Prix d'excellence

Audio Visual

Audiovisuel

I Am Your Nurse

Rennie Brown and Julia Pileggi

Award of Excellence

Prix d'excellence

Digital Communication Channels

Moyens de communication numérique

Boosting the profile of life-changing research:

A new website for BC Children's Hospital

Research Institute

BC Children's Hospital Research

Award of Excellence

Prix d'excellence

Government Communication Programs

Programmes de communications

gouvernementales

Turning Up Engagement in the 2018

Vancouver Election

Jhenifer Pabillano, City of Vancouver

Award of Merit

Prix de mérite

Digital Communication Channels

Moyens de communication numérique

Re-Designing BCPSQC.ca

BC Patient Safety & Quality Council

Award of Merit

Prix de mérite

Alberta

Alberta

Community Relations

Relations communautaires

Alberta Find a Doctor

Alberta Find a Doctor

Award of Excellence

Prix d'excellence

Government Communication Programs

Programmes de communications

gouvernementales

Waste Diversion

Town of Cochrane Communications team

Award of Excellence

Prix d'excellence

Safety Communication

Communication sécuritaire

NAIT Safety Matters Campaign

NAIT Marketing and Communications

Award of Excellence

Prix d'excellence

Audio Visual

Audiovisuel

AUMA Board Introduction Video

Jackie Sargent, SCMP

Award of Excellence

Prix d'excellence

Digital Communication Channels

Moyens de communication numérique

Dog Jogs Website

Kick Point

Award of Excellence

Prix d'excellence

Digital Communication Vehicles

Voies de communication numériques

Insite Redesign

Communications & Web Presence

Award of Excellence

Prix d'excellence

Writing

Rédaction

*Connections & Exchanges – A 10-Year Plan
To Transform Arts and Heritage In Edmonton*

Edmonton Arts Council

Award of Excellence

Prix d'excellence

Community Relations

Relations communautaires

Community Conversations

AHS Community & External Relations

Award of Merit

Prix de mérite

Government Communication Programs

Programmes de communications

gouvernementales

Edmonton's Cannabis Rules

ZGM

Award of Merit

Prix de mérite

Digital Communication Channels

Moyens de communication numérique

AER.ca Website Redesign

Alberta Energy Regulator

Award of Merit

Prix de mérite

Publications

Publications

PMC 2018 Report to Stakeholders

& Communities

Communications & Stakeholder Relations

Award of Merit

Prix de mérite

Publications

Publications

Tourism Calgary 2018 Annual Report

Tourism Calgary

Award of Merit

Prix de mérite

Special Events – External

Événements spéciaux – Externes

Alberta Métis Fest 2019

Métis Nation of Alberta

Award of Merit

Prix de mérite

Ontario

Ontario

Brand Communication

Communication de la marque

Helping Young Canadians Succeed –

Our Way Campaign

Manifest Communications

Award of Excellence

Prix d'excellence



Brand Communication

Communication de la marque
Walmart Rewards Mastercard Goes Digital
APEX, ruckus, Duo Bank of Canada
Award of Excellence
Prix d'excellence

Change Communication

Communication du changement
*Communicating in the heart of change:
Aligning residency education with 21st
century healthcare*
Christina Baird & Sarah Matthews
Award of Excellence
Prix d'excellence

Government Communication Programs

Programmes de communications
gouvernementales
*Markham: A Leader in Digital Democracy
& Multi-Channel Voting*
City of Markham
Award of Excellence
Prix d'excellence

Internal Communication

Communications internes
*Communicating in the heart of change:
Aligning residency education with 21st
century healthcare*
Christina Baird & Sarah Matthews
Award of Excellence
Prix d'excellence

Internal Communication

Communications internes
Stronger than you Know campaign
London Police Service
Award of Excellence
Prix d'excellence

Issues Management and Crisis Communication

Gestion des enjeux et communications
de crise
*Managing communications during the
Yonge Street van attack at Sunnybrook*
Sunnybrook Health Sciences Centre
Award of Excellence
Prix d'excellence

Marketing Communication

Communication marketing
Upstairs Amy: Scripted content
Walmart Canada, Interac, APEX PR/Ruckus
Award of Excellence
Prix d'excellence

Marketing Communication

Communication marketing
*RE/MAX: Integrated Marketing
Communications*
RE/MAX
Award of Excellence
Prix d'excellence

Media Relations

Relations médias
RE/MAX: Media Relations Campaign
RE/MAX
Award of Excellence
Prix d'excellence

Non-profit Campaigns

Campagnes sans but lucratif
New Canvas of Life
Lashbrook Marketing & PR
Award of Excellence
Prix d'excellence

Audio Visual

Audiovisuel
Markham Votes Online
Advantis Communications, City of Markham
Award of Excellence
Prix d'excellence

Digital Communication Channels

Moyens de communication numérique
Save Oshawa GM Digital Communications
Save Oshawa GM Campaign
Award of Excellence
Prix d'excellence

Special Events – Internal

Événements spéciaux – Internes
Plunge a Prof: Staff & Faculty Campaign
Engineering Strategic Communications
Award of Excellence
Prix d'excellence

Internal Communication Research

Recherche liée aux communications internes
Renaissance magazine readership study
RTO/ERO
Award of Merit
Prix de mérite

Advertising Campaigns

Campagnes publicitaires
Upstairs Amy: Scripted content
Walmart Canada, Interac, APEX PR/ruckus
Award of Merit
Prix de mérite

Customer Relations

Relations avec les clients
TruceTO: Boosting Harmony on our Streets
RSA Canada, APEX PR and ruckus Digital
Award of Merit
Prix de mérite

Government Communication Programs

Programmes de communications
gouvernementales
2019 Budget Engagement
City of Mississauga
Award of Merit
Prix de mérite

Human Resources and Benefits Communication

Communication liée aux ressources humaines
et aux avantages sociaux
*Digital shift: optimizing the employee
experience through online communications*
Morneau Shepell / CTDA
Award of Merit
Prix de mérite

Marketing Communication

Communication marketing
TruceTO: Boosting Harmony on our Streets
RSA Canada, APEX PR and ruckus Digital
Award of Merit
Prix de mérite

Marketing Communication

Communication marketing
Pancakes Love Nutella
Nutella, Paradigm, 6 Degrees, Touché
Award of Merit
Prix de mérite

Marketing Communication

Communication marketing
Oral Health Month – Your Teeth Are Worth It
Manifest Communications
Award of Merit
Prix de mérite

Media Relations

Relations médias
Save Oshawa GM Campaign Media Relations
Save Oshawa GM Campaign, Unifor
Award of Merit
Prix de mérite

Multi-audience Communication

Communication destinée à des auditoires
multiples
*Communicating in the heart of change:
Aligning residency education with 21st
century healthcare*
Christina Baird & Sarah Matthews
Award of Merit
Prix de mérite

Social Media Programs

Programmes de médias sociaux
2018 Canada Army Run
Banfield & Canada Army Run
Award of Merit
Prix de mérite



Social Media Programs

Programmes de médias sociaux

Planet Fitness Canada digital presence

ruckus Digital / Planet Fitness Canada

Award of Merit

Prix de mérite

Publications

Publications

Renaissance magazine for education retirees

Retired Teachers of Ontario

Award of Merit

Prix de mérite

Publications

Publications

Solutions Magazine

Manulife

Award of Merit

Prix de mérite

Special Events – External

Événements spéciaux – Externes

Schick Hydro Trade Deadline Campaign

Paradigm and Edgewell Personal Care

Award of Merit

Prix de mérite

Special Events – External

Événements spéciaux – Externes

ALCON® DAILIES® Olympic Trampoline Event

Cohn & Wolfe Canada, Alcon Canada

Award of Merit

Prix de mérite

Special Events – External

Événements spéciaux – Externes

Reimagining Insurance Bureau of Canada's

Presence at GLOBE Forum

Paradigm and Insurance Bureau of Canada

Award of Merit

Prix de mérite

Quebec

Québec

Human Resources and Benefits

Communication

Communication liée aux ressources humaines
et aux avantages sociaux

BRP's Employee Referral Program

BRP – Global Corporate Communications

Award of Merit

Prix de mérite

Public Service Announcements

Annonces d'intérêt public

Painting a picture of my patients' psoriasis

Novartis, CDA, CAPP, Spectrum Advisors

Award of Merit

Prix de mérite

Newfoundland and Labrador

Terre-Neuve et Labrador

Customer Relations

Relations avec les clients

Good to Know: Connecting customers

through educational digital content

Newfoundland and Labrador Hydro

Award of Excellence

Prix d'excellence

Internal Communication

Communications internes

Why We're Here: Hydro's Internal

Communications Strategy

Newfoundland and Labrador Hydro

Award of Merit

Prix de mérite



International Association
of Business Communicators
Canada West Region



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of Business Communicators
Canada East Region

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