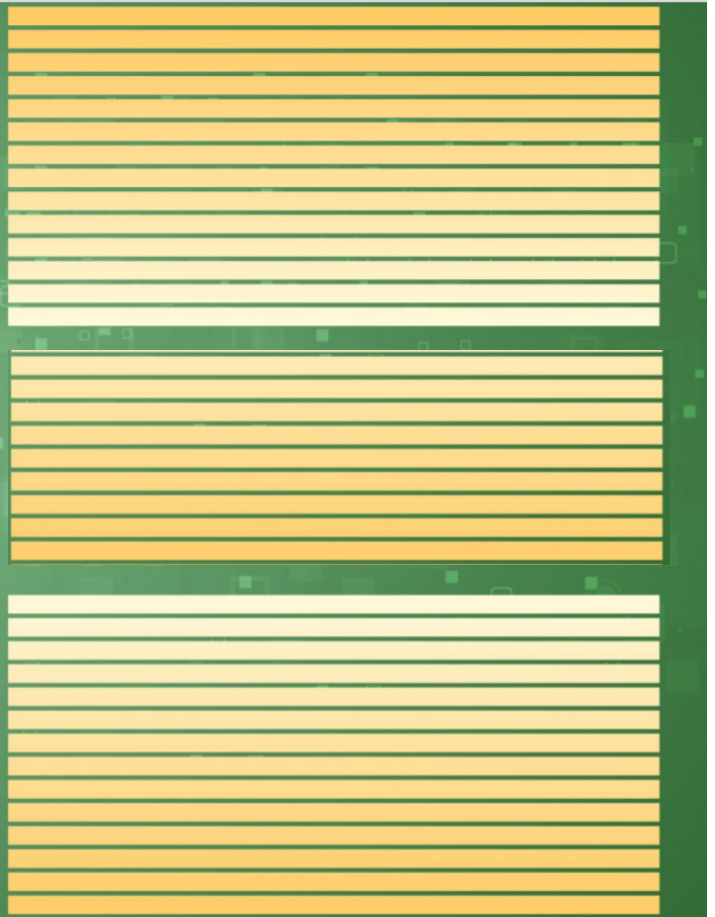




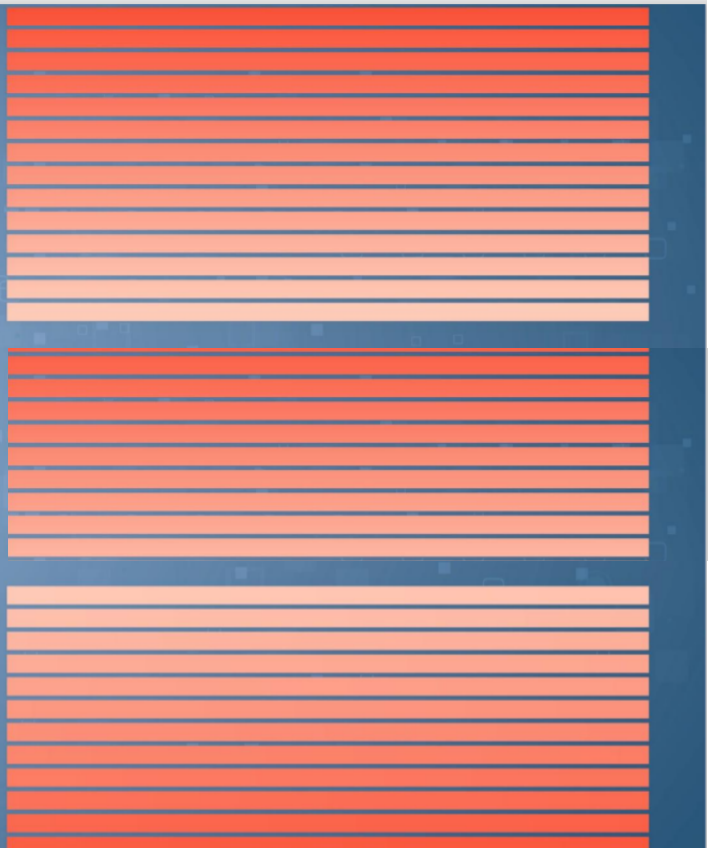
THE 8TH  
PHILIPPINE  
STUDENT  
QUILL  
AWARDS



THE 18TH  
PHILIPPINE  
QUILL  
AWARDS



**ARISE:**  
Communications that uplift





# COMMUNICATION IS POWER!

Sharpen your Quills!

"Words are singularly the most powerful force available to humanity. We can choose to use this force constructively with words of encouragement, or destructively using words of despair. Words have energy and power with the ability to help, to heal, to hinder, to hurt, to harm, to humiliate and to humble"

YEHUDA BERG





# ELIGIBILITY

Entries should be the original work done by a student or a group of students. Entrants must have been a full-time student at a college, university or other educational institution, during the time the entry was created and implemented.

Entries done by the full-time student-entrant should reflect work performed in a student, not professional, capacity. The Philippine Student Quill Awards is meant to recognize the work of those about to enter the professional communication field. Professors or advisers may not enter on behalf of a student. If you have professional experience, please enter the professional categories of The Philippine Quill Awards.

Entries created for course work, a club or volunteer association, an internship or other non-commercial activities are eligible for submission. Each entry needs to have a filled-out Certification of Entry from the entrant's educational institution.

The entries must be work done and implemented in the Philippines from **January 1, 2019 to June 30, 2020.**

**NEW THIS YEAR – COVIDCOMMS 2020 – Covid-related projects conceptualized and implemented from February 2020 to current date.**

# HOW TO JOIN

**Carefully follow all the instructions. Any entry that does not adhere to deadlines and specifications will be disqualified. For more details or for help with your entry, contact the IABC Philippines Secretariat.**

## NEEDED FORMS FOR UPLOADING

- Upload a scanned copy of the original Certification of Entry from your school signed, if available. If not, adviser/Dean, or university official may email their endorsement of our entry, addressed to the IABC Secretariat.
- Upload a scanned copy of the entrant's valid student ID (or other proof of identity) for the time the entry was created and implemented.

## ENTRY FORM

- Complete an entry form and upload via The Philippine Quill online facility ([www.philquill.com](http://www.philquill.com)). Enter only one (1) name as entrant.
- Choose an appropriate category for your entry from the list of student categories.
- You may submit different entries in different appropriate categories, OR the same project in different categories, provided that the work plan fits the category description.
- An entry can be submitted only once in the same category. You may submit as many entries as you wish, but each entry needs its own entry form, work plan, work samples, separate entry fee, and other needed requirements.

## WORK PLAN

- Complete the work plan for your entry by following the required outline.
- Upload your work plan using the online facility.

## WORK SAMPLE

- The work sample is a representative copy of all the material that supports your project.
- The maximum number of work sample files is three (3). If you have more, combine them into fewer files no more than 50 MB per file
- The following file formats are accepted: PDF, PNG, JPG, and GIF.
- Organize and condense your work to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

- For websites – please provide the URL or IP address of the site in your work sample.
- For intranets or internal, secure access sites – give instructions on how to register for the site, with the account name or password. If the site changes or access may be a barrier to evaluation – upload a “Tour of Work sample” video of 5 minutes or less in video sharing sites like YouTube and Vimeo and include links in the work sample.
- For videos and audio files– upload files in video sharing sites like YouTube and Vimeo and include links in work sample.
- For publications – submit: 3 consecutive issues as a single entry if a periodical; 2 consecutive issues if semi-annual; 1 issue within the 2016 Awards time frame if an annual publication.

## PACKAGING THE ENTRY

To be complete, each entry should have:

- **Entry form** – Upload scanned copy of the form (SEE THE OFFICIAL STUDENT ENTRY FORM)
- **Certification of Entry** – upload scanned copy
- **School ID card** – upload scanned copy
- **Work plan** – upload in PDF format
- **Work sample** – upload in PDF format
- **Entry fee** (inclusive of 12% VAT) of Php 500.

### REMINDERS

- Please remember that evaluators have limited time. Include examples that best demonstrate your work, not absolutely everything you did.
- Further, make sure that your entry can be viewed and opened, does not have viruses and does not need disabling any part of the computer system. Otherwise, your entry will be disqualified.
- All entries become the property of IABC Philippines and may be used in its publication, publicity, display, lectures and other purposes. If your material is proprietary, please indicate this clearly in your entry and entry form. Entries and its inclusions and attachments will not be returned. Please make sure you have your own copy of your entry.
- Upload your entire entry. It must be received on or before the **deadline of SEPTEMBER 25, 2020**

# CATEGORIES

You may enter your project in as many categories as you wish, but each time the same project is entered in another category, it must have its own entry form, certification of entry, work plan, work sample, entry fee and other required submissions.

## **Category 1: COMMUNICATION MANAGEMENT, STUDENT ENTRY**

**NEW: For Covid-related project, please indicate "CovidComms2020:" before the title of the entry.**

**For Example: CovidComms 2020: Internal communication and Covid19 Guidelines**

### **Entries to any category in Division 1: Communication management submitted by a student**

- Internal communication
- Employee engagement
- Human resources and benefits communication
- Change communication
- Safety communication
- Leadership communication
- Marketing, advertising and brand communication
- Customer relations
- Media relations
- Community relations
- Government relations
- Financial communication
- Issues management and crisis communication
- Corporate social responsibility
- Government communication programs
- Non-profit campaigns

## **Category 2: COMMUNICATION RESEARCH, STUDENT ENTRY**

## **Category 3: COMMUNICATION TRAINING AND EDUCATION, STUDENT ENTRY**

## **Category 4: COMMUNICATION SKILLS, STUDENT ENTRY**

**NEW: For Covid-related project, please indicate "CovidComms2020:" before the title of the entry.**

**For Example: CovidComms 2020: Internal communication and Covid19 Guidelines**

### **Entries to any category in Division 4: Communication skills submitted by a student**

- Special events
- Digital communication
- Audio/visual
- Publications
- Writing
- Social media programs



# CRAFTING YOUR ENTRY

## the workplan

The work plan describes the program or project, how it was developed and what you intended to achieve.

### How to Label Your Work Plan

Start the work plan by listing at the top of page 1, the information stated below. This needs to be included in the work plan, not on a separate page. Make sure the entrant's name in the work plan and in the entry form are the same.

- Team members (if applicable)
- Project description – ONLY 3 SENTENCES which may be used as the entry's official description for Award write-ups
- Entrant's name – Only one (1) name, the main proponent
- Entrant's school
- Title of entry
- Division and category
- Time period of project (inclusive dates the project took place)

**WORK PLAN: For Categories 1, 2 and 3,** complete your work plan by providing the following information, using the headings provided:

- 1. Need and opportunity.** Provide an overview of the project. What need or opportunity did your solution address?
- 2. Stakeholder analysis.** Identify your primary audience and other audiences. Who will read your article, look at your website, buy your product, etc.? Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution. Include relevant audience research that led you to the solution.
- 3. Goals and objectives.** What were your goals? Goals generally describe what you want to establish in a broad sense. What were your objectives? Objectives should be specific, measurable, attainable, relevant, and time-framed (SMART). What outcome did you target? How did your objectives address the need or opportunity?
- 4. Solution overview.** Summarize the solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrated insight and imagination. What were the most critical messages or themes to convey? State your key messages or theme.
- 5. Implementation and challenges.** State your role in the project and your level of involvement and responsibility. Did you partner or collaborate with other groups or subject experts? Did you consult your target audience or need to have approval for your project? What budget, timetable and resources did the project use? Discuss your budget, resources and time frames, and show how each was used efficiently. What challenges did you encounter and how did you overcome these?
- 6. Measurement and evaluation.** In what way did you achieve your objectives? How did your solution affect the need or opportunity? Demonstrate the effectiveness of your solution by showing increases in sales, traffic to a web site, participation in an event or other quantifiable outcomes that link back to your goals and objectives. Results must link back to your SMART objectives and goals.

For **Category 4**, submit a brief work plan answering the following questions:

1. Describe the organization.
2. Why was this project undertaken?
3. Who was the audience(s) for this project? What do you know about the audience(s)?
4. List up to three key measurable objectives for the project. How well did the project meet the objectives?
5. List up to three key messages for the project.
6. Describe the resources (budget, time, others) available for the project and how effectively they were managed.

**Important note:** If your plan was not implemented (such as a classroom research project), you may state what you would have done or expected, but please make sure to explain how you arrived at these conclusions.

## CRAFTING YOUR ENTRY

### the work sample

The work sample consists of the supporting materials for your project— for example, screen shots of the web site you designed or the brochure with which you aimed to build awareness. Whenever possible, the work sample should also include supporting information, such as survey results, press clippings or materials documenting your results.

#### Technical Specifications for Entries

- Page size: Pages should be A4 (8.27 by 11.69 inches).
- Work plans must not exceed four (4) single spaced pages.
- Number all pages.
- The minimum font size is 10 points (no handwritten entries).
- Use the font type Arial (not condensed or narrow).
- Use single column (paragraph) format, with margins of at least half an inch (1.27 centimeters) on all sides.

## THINGS TO KEEP IN MIND

### judging of entries

- Entries are assessed by distinguished evaluators against a time-tested global standard with these weights:
- 35% for the work plan and 65% for the work sample. Judges evaluate students' critical thinking and tactical skills in identifying a communication need, creating and implementing a solution, and assessing results.
- Each entry is rated using IABC's Global Seven-point Scale of Excellence, from 1 to 7, with 7 as the highest. Evaluation determines the entries that will receive awards during the recognition dinner and awards ceremony.
- Entries with a total average score of **5.25 to 5.74 win an Award of Merit** while those with a total average score of **5.75 and higher will receive an Award of Excellence.**

# DO NOT MISS THE DEADLINE!

All entries and entry fees must be received (not postmarked) by the stated or publicized deadlines. No refunds are given if your work plan and work sample are not received on time. Please do not fax or email your entry!

**All entries must be uploaded via [www.philquill.com](http://www.philquill.com).**

All entries become the property of IABC Philippines and may be used in its publication, publicity, display, lectures and other purposes. If your material is proprietary, please indicate this clearly in your entry and entry form.

## DEADLINE OF ENTRIES

The deadline for entries is **SEPTEMBER 25, 2020 (Friday)**

## VIE FOR THE TOP STUDENT QUILL AND SPECIAL AWARDS

Student entries that will receive Awards of Excellence will be considered for the Philippine Student Quill Top Award, based on overall excellence, relevance, effectiveness and creativity.

The school with the most number of Awards of Excellence will vie for the Philippine Student Quill Awards – School of the Year.

**STUDENT FEE: PHP 500**