

THE 9TH  
PHILIPPINE  
STUDENT  
QUILL  
AWARDS

**MOVE:**  
Stronger Together



## ABOUT THE PHILIPPINE QUILL AWARDS AND THE PHILIPPINE STUDENT QUILL AWARDS

The Philippine Quill Awards is the country's most prestigious awards program in the field of business communication. It has been bestowing the seal of approval to the most reputable organizations and corporations in the nation for almost two decades, emphasizing the use of excellent communication to achieve business goals, and to make a difference in society.

The Philippine Quill and the Philippine Student Quill Awards honor exemplary communication research, programs, skills, and creative work. Each entry is evaluated using IABC's highest global standard that measures and determines the finest, the sharpest and the brightest in the business communication industry among professionals and students. And this is one of the reasons it is considered as the biggest prize in business communication in the land.



International Association  
of Business Communicators  
Philippines

### ABOUT IABC PHILIPPINES

IABC Philippines is the first IABC chapter in Asia. It is an association of top business, industrial and organizational communicators and professionals. IABC supports the highest professional standards and practice of exceptional quality and innovation in organization and business communication. It advocates for continued professional growth, learning, and communication excellence, linking Filipino professionals with colleagues and practices worldwide.



International Association  
of Business Communicators

### ABOUT THE INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC)

With 10,000 members and more than 100 chapters worldwide, the International Association of Business Communicators (IABC) is the only global association that connects business communication professionals with the people and insights needed to drive business results. Founded in 1970 and supporting professional communicators at the heart of every organization, IABC serves the collective disciplines of business communication professionals through professional development offerings, certifications, the Gold Quill Awards and recognition programs, online resources, and the annual World Conference.

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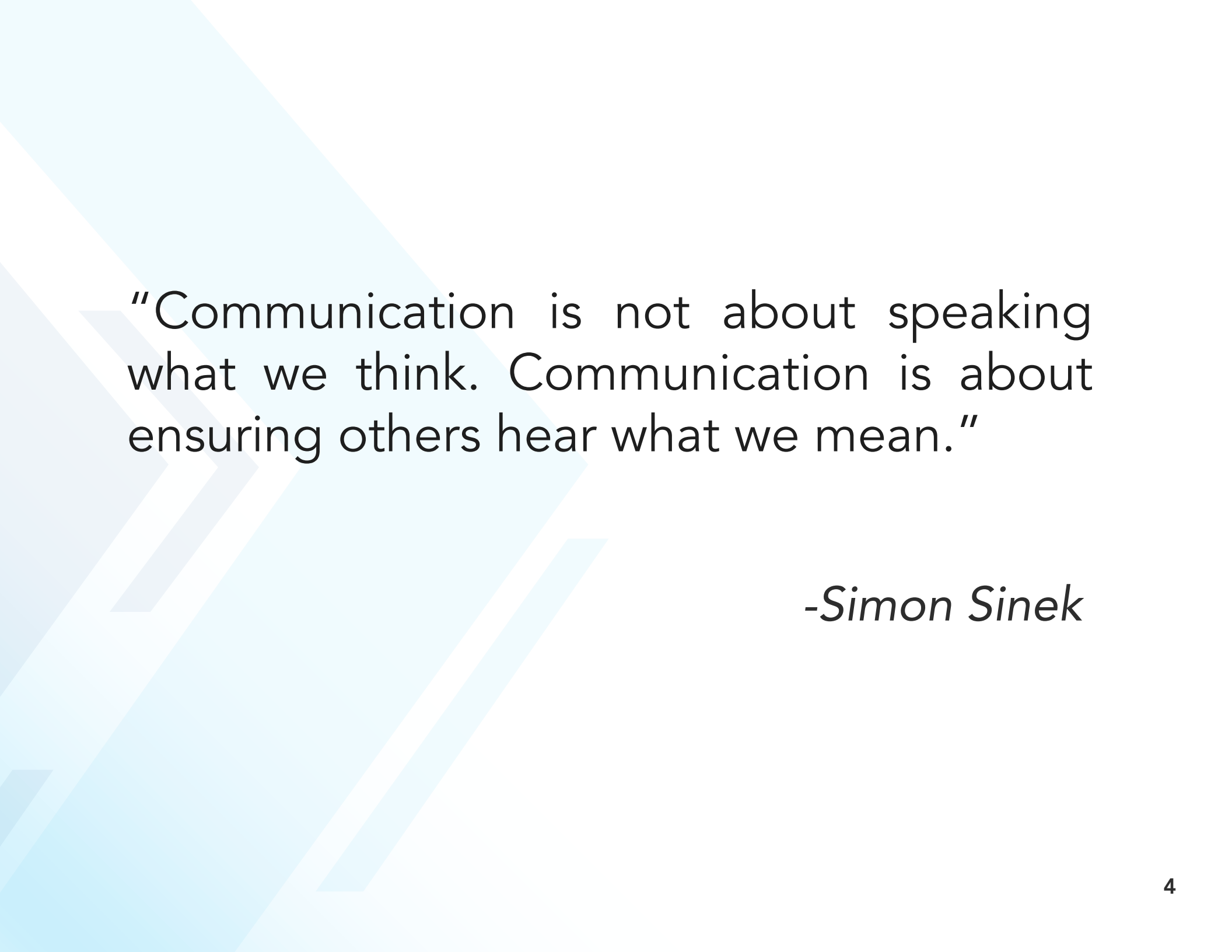
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“Communication is not about speaking what we think. Communication is about ensuring others hear what we mean.”

*-Simon Sinek*

# JOINING THE PHILIPPINE STUDENT QUILL AWARDS

## ELIGIBILITY

- Entries should be original work done by a student or a group of students. Entrants must have been full-time students at a college, university or other educational institution when the entry was created and implemented.
- Entries should reflect work performed in a student, not a professional, capacity. The Philippine Student Quill Awards is meant to recognize the work of those who are 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 student-entrant's educational institution and a copy of the school identification card of the student-entrant.
- The entries must be work done and implemented in the Philippines from **January 2020 to July 2021**.

## 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 at [iabcphilippinesat30@gmail.com](mailto:iabcphilippinesat30@gmail.com)*

## REQUIRED FORMS FOR UPLOADING

### 1. SCHOOL ID & CERTIFICATION OF ENTRY (Please download the form [here](#))

Upload a scanned copy of:

- The originally signed Certification of Entry from your school, or an endorsement of your entry from your Adviser, Dean, or a university official.
- A scanned copy of your student ID (or other proof of identity) valid during the time the entry was created and implemented.

### 2. ENTRY FORM (Please download the form [here](#))

# JOINING THE PHILIPPINE STUDENT QUILL AWARDS (continued)

- Complete an entry form and upload it via The Philippine Quill Awards online facility ([www.philquill.com](http://www.philquill.com))
- Have **ONLY ONE NAME** as the entrant. The same entrant's name will appear twice: in the entry form and in the enumerated details at the beginning of the Work Plan.
- The entrant should be the person principally responsible for developing, managing, and executing the entry.
- You may enter the names of team members in the space provided for it.
- Choose an appropriate division and category.
- You may submit various 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 requirements.
- Ensure needed entrant details and contact numbers are complete and accurate. These will be the basis for communicating with the entrant the award results, and for winners, the information for the souvenir program and the certificate/trophy.
- Choose your division and category well. A wrong choice will result in disqualification and the loss of the entry fee.

## 3. WORK PLAN (Download the work plan format [here](#))

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

### **Work Plan Outline for DIVISION 1: Communication Management, DIVISION 2: Communication Research, and DIVISION 3: Communication Training and Education:**

This is the executive summary of your communication strategy and tactics. It describes the program or project, why and how it was developed and done, and what you intended and actually achieved.

# JOINING THE PHILIPPINE STUDENT QUILL AWARDS (continued)

On top of page 1, these should be stated in the template, in this order:

1. Entrant's name	4. Team members (if applicable)	7. Project description - <b>ONLY 3 SENTENCES</b> which may be used as the entry's official description for Award write-ups
2. Entrant's organization	5. Division and category	
3. Title of entry	6. Time period of project - inclusive dates	

**Work plans for Divisions 1, 2 and 3** will consist of answers to six (6) sections listed below. These work plans are limited to four pages using ARIAL (not condensed or narrow) fonts no smaller than 10 points and margins no less than 0.5 inch (1.27 cm). Please use this [template](#). Work plans exceeding the maximum length will be disqualified.

**For Divisions 1, 2 and 3, provide within 4 pages the following information, using the headings provided:**

- 1. Business need and opportunity.** Provide an overview of the project. What need or opportunity did your solution address? State relevant research and how it supports and guides the program.
- 2. Stakeholder analysis.** Identify and prioritize your primary audience and other audiences. Make sure to segment the audience well and not just give phrases like "general public." How many were you targeting to reach? 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. It is important to cite 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 in terms of the degree of change in awareness, knowledge, attitude change or behavior. What were your objectives? Communication objectives should be specific, measurable, attainable, relevant and time-framed (SMART). They should not be action plans or tactics such as "Publish a book" or "Organize a student activity." Aside from and more than desired outputs such as 100,000 shares, what communication outcome did this result in? Did anything change for the better because of the communication program? 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 clearly 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

# JOINING THE PHILIPPINE STUDENT QUILL AWARDS (continued)

resources did the project use? Discuss your budget, resources, and timeframes, 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 website, participation in an event, or other quantifiable outcomes that link back to your goals and objectives. Results must link back to the SMART objectives and goals.

**For Division 4,** the work plan will consist of answers to eight (8) questions listed below, each with a maximum of 600 words. The same font type - ARIAL - not narrow or condensed - and font size of not less than 10 points, and the margins no less than 0.5 inch (1.27 cm) on all sides, all apply. Please use the Division 4 Work Plan [template](#).

1. Describe your organization.
2. Why was this project undertaken?
3. Who was the audience(s) for this project? What do you know about the audience(s) in relation to the communication opportunity?
4. List up to three key measurable objectives for the project and describe how these are aligned with the need. How well did the project meet the objectives?
5. State 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.
7. Provide a brief summary of how you used these insights (need, audiences, objectives and key messages) to guide you in developing your project.
8. How well were the measurable objectives met? Show the relationship between the objectives you set and the results you achieved.

**Important:** 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.

## 4. WORK SAMPLE

- The work sample consists of the supporting materials for your project. Please do not repeat the contents of the work plan in this section. Instead show materials such as screenshots of the website you designed or the brochure with which you aimed to build awareness, survey results, press clippings, or materials documenting your results.



# JOINING THE PHILIPPINE STUDENT QUILL AWARDS (continued)

- The maximum number of work sample files is three (3), with each file not exceeding 50 MB in size. If you need to submit more files, combine them, but make sure to stay within the maximum file size and number of files.
- Files should be converted to PDF before being uploaded to the portal. Only files in PDF format will be accepted.
- 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, and not just repeat the information in the work plan.
- 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 cannot be provided to an evaluator for security or other reasons – 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 working links in the work sample.
- For publications: Submit any of the following – three (3) consecutive issues as a single entry if entry is a periodical; two (2) consecutive issues if entry comes out semi-annually; or one (1) issue within the current Awards timeframe if the entry is an annual publication.

## 5. ENTRY FEE

Via check, bank deposit, Gcash, or PayMaya. Payment instructions will be advised by the IABC Philippines Secretariat.

# COMPLETING YOUR ENTRY

To be complete, each entry should have the:

1. School ID and Certification of Entry – Upload scanned copy in one PDF document. **(Download the form [here](#))**
2. Entry form – Upload the scanned copy of the official form. **(Download the form [here](#))**
3. Work plan – Upload in PDF format: **(Download the form [here](#))**
4. Work sample – Upload in PDF format
5. Entry fee (inclusive of 12% VAT) of **Php 500 per entry**

# CHOOSING YOUR DIVISION AND CATEGORY

## DIVISION 1: COMMUNICATION MANAGEMENT

This Division covers projects, programs, and campaigns that are guided by a communication strategy.

We are retaining our COVIDCOMMS entry classification for entries implemented from January 2020 to July 2021 as a result of and in response to the COVID-19 pandemic. All standards and rules apply under this division. Please include “COVIDCOMMS 2021” before the entry title.

For Example: *COVIDCOMMS 2021: Student School Safety and COVID-19 Guidelines*

### Category 1: INTERNAL COMMUNICATION

- Programs or strategies targeted at employee or member audiences
- Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture, or change management
- May involve improving employee understanding and alignment with the educational organization’s direction, improving face-to-face communication, preparing internal audiences for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program, or a program to inspire pride in the organization

### Category 2: EMPLOYEE ENGAGEMENT

- Local, regional, national, or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement
- Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels
- May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees’ organizational contributions or achievements in the organization

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

## Category 3: HUMAN RESOURCES AND BENEFITS COMMUNICATION

- Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

## Category 4: CHANGE COMMUNICATION

- Communication strategies that support organizational change
- May be directed at internal or external audiences, or both

## Category 5: SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding, and behaviors related to safety issues within an organization

## Category 6: LEADERSHIP COMMUNICATION

- Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver
- Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

## Category 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION

- May include various activities designed to sell products, services, destinations, organizations, or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- Strategies for new brands and the repositioning of existing brands in relation to internal and external audiences
- May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services

## Category 8: CUSTOMER RELATIONS

- Strategies or ongoing programs targeted at customer audiences that educate, inform, engage, or otherwise connect the organization and its employees to the customer
- Programs may influence reputation, brand awareness and loyalty, and market position
- May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements

## Category 9: MEDIA RELATIONS

- Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding, and opinion or motivate action
- Should demonstrate the quality of media coverage and its impact on the organization — quantity of media stories alone is not considered a valid measurement in this category

## Category 10: COMMUNITY RELATIONS

- A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served
- Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities
- Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed materials

## Category 11: GOVERNMENT RELATIONS AND PUBLIC AFFAIRS

- Short or long-term programs that influence the opinion or actions of government bodies or agencies

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

- May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

## Category 12: GOVERNMENTAL COMMUNICATIONS

- Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

## Category 13: FINANCIAL COMMUNICATION AND INVESTOR RELATIONS

- Entails strategies, tactics, and tools used to share financial data and recommendations with investors and other interested parties
- Includes investor relations functions that integrate finance, communication, and marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

## Category 14: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

- Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns
- Programs may demonstrate proactive planning and preventive action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization
- May be directed at internal or external audiences, or both

## Category 15: CORPORATE SOCIAL RESPONSIBILITY

- Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen
- May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

- Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection, among others
- May be directed at internal or external audiences, or both

## Category 16: **NONPROFIT CAMPAIGNS**

- Programs recognizing the particular challenges of the nonprofit sector
- May be an integrated campaign, or specifically targeting either internal or external stakeholders
- Promotes nonprofit organizations or causes
- May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all

## Category 17: **DIVERSITY AND INCLUSION**

- Campaigns or programs of work aimed at building a culture of inclusion for an organization, with internal or external stakeholders or both.
- Entries must focus on the communication elements of D&I programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance D&I aims

## DIVISION 2: COMMUNICATION RESEARCH

This Division recognizes the importance of research and measurement as a foundation for strategic communication work and a competency that is integral to success throughout the career of a communication professional. A clear understanding of the research needed demonstrates its strategic value to an organization.

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

## Category 18: COMMUNICATION RESEARCH

- Formative research conducted during the initial stages of the strategic communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization operates, aligns best practices against organizational needs, or informs strategic direction for internal communication programs
- May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

## DIVISION 3: COMMUNICATION TRAINING AND EDUCATION

This Division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars, or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

### Entries in this division must demonstrate:

- Alignment of learning outcomes to goals and objectives
- Alignment of assessments to specific learning outcomes
- Theories and practices of educational excellence
- Impact outside the classroom

## Category 19: COMMUNICATION TRAINING AND EDUCATION

- Training or educational programs delivered to an internal or external audience that help to improve their communication competencies
- For internal audiences, this may include supervisor/manager/leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines
- For external audiences, this may include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

## DIVISION 4: COMMUNICATION SKILLS

This Division includes marketing and communication elements that showcase technical skills such as editing, writing, design, and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, with the creative process and measurable results tied to objectives.

We are retaining our COVIDCOMMS entry classification for entries implemented from January 2020 to July 2021 as a result of and in response to the COVID-19 pandemic. All standards and rules apply under this division. Please include “[COVIDCOMMS 2021](#)” before the entry title.

For Example: *COVIDCOMMS 2021: Special Briefing on COVID-19 for Barangay Health Workers*

### Category 20: SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special event for an internal or external audience
- For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement
- For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows, and customer events

### Category 21: DIGITAL COMMUNICATION / COMMUNICATION FOR THE WEB

- Online communication vehicles that are produced for internal or external audiences
- Electronic and interactive communication channels such as websites, intranets, online stores, and microsites

### Category 22: AUDIO / VISUAL

- Communication vehicles for internal or external audiences, using sound, images, video, apps, film, slides, or a combination of these elements
- May include webinars, video and/or audio materials, podcasts, PowerPoint or other presentations, infographics, and interactive content and film. Does not include advertising commercials or websites



# CHOOSING YOUR DIVISION AND CATEGORY (continued)

## Category 23: SOCIAL MEDIA PROGRAMS

- Engages internal and external audiences in conversation through social media
- Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online
- May use conversation-enabled publishing platforms such as blogs and podcasts; social networks such as Twitter, LinkedIn, Facebook, Instagram, Tiktok, and others; democratized content networks such as wikis and message boards; content-sharing sites such as YouTube and Flickr; and virtual networking platforms

## Category 24: PUBLICATIONS

- Publications produced for internal or external audiences in all formats, including hard copy and electronic
- May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

## Category 25: WRITING

- This category includes writing in both print and electronic formats:

### JOURNALISM:

- Material in which the news media is the primary communication channel
- May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories

### CORPORATE WRITING:

- Material written primarily for use by an organization to inform or educate employees or external stakeholders
- May include recurring features or columns, magazines, newsletters, internal or special publications, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports

# CHOOSING YOUR DIVISION AND CATEGORY (continued)

## PROMOTIONAL WRITING:

- Material written to persuade customers, consumers, employees, or stakeholders to adopt a point of view or to purchase goods or services
- May include commercials, advertising, marketing or sales promotion material, advertorials, and various copy/content intended for both offline and online platforms/channels

## NONPROFIT WRITING:

- Material written to promote nonprofit organizations, including IABC regional and chapter events

## WRITING – SPECIAL PROJECTS:

- Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

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, school ID and certification of entry, work plan, work sample, entry fee, and other required submissions. And its focus should be appropriately and clearly written for the category.

# RECOGNIZING EXCELLENCE

## EVALUATING ENTRIES

Entries are assessed by distinguished evaluators against a time-tested global standard with these weights:

- Entries in Division 1: Communication Management, Division 2: Communication Research, Division 3: Communication Training and Education:

WORK PLAN	WORK SAMPLE
50%	50%

# RECOGNIZING EXCELLENCE (continued)

## ● Entries in Division 4: Communication Skills

Evaluators score students' critical thinking and skills in identifying a communication need, creating and implementing a solution, and assessing results.

WORK PLAN	STRATEGIC ALIGNMENT	CREATIVITY
30%	30%	40%

- 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 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.**

## VIE FOR THE SCHOOL OF THE YEAR AND TOP STUDENT DIVISION QUILL AWARDS

### SCHOOL OF THE YEAR AWARD

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

In case of a tie, the number of Awards of Merit will be the tie-breaker.

- School of the Year, 1st runner-up, and 2nd runner-up

### PHILIPPINE STUDENT QUILL DIVISION TOP AWARDS

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

# RECOGNIZING EXCELLENCE (continued)

For the entry in each Division that garners the highest score from the judges:

- Student Division Top Award for Communication Management
- Student Division Top Award for Communication Research
- Student Division Top Award for Communication Training and Education
- Student Division Top Award for Communication Skills
- Student Division Top Award for COVIDCOMMS 2021

## REMEMBERING THE ESSENTIALS

### Deadline for submission of entries: NOVEMBER 15, 2021

- 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.
- ALL entries must be uploaded via [www.philquill.com](http://www.philquill.com) on or before **NOVEMBER 15, 2021**.
- 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 email your entry.
- Before uploading your entries, make sure to pay your entry fees via bank deposit, bank transfer, Gcash, or PayMaya.
- Email [iabcphilippinesat30@gmail.com](mailto:iabcphilippinesat30@gmail.com) for billing and payment details.

### REMINDERS

1. The Philippine Quill is known for its professional evaluation by seasoned communication professionals and industry experts. Expect them to be strict about formats, measurable objectives vs. results, and budget and resources, and keen on every detail in your entry.

# REMEMBERING THE ESSENTIALS (continued)

2. Entries may be disqualified if:
  - The work plan for Divisions 1,2, and 3 exceeds four pages.
  - Any element of the project violates the IABC Code of Ethics. <https://www.iabc.com/About/Purpose/Code-of-Ethics>
  - It is obvious that the entrant did not play a role in the project.
  - The entry depends mainly on syndicated, borrowed, reprinted or stock material.
  - If the electronic files contain viruses, if they disable or require disabling any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided.
3. Make it easy for evaluators to read through your entries. Include work samples and examples that best demonstrate your work, not absolutely everything you did.
4. Make sure the entrant's name in the work plan and in the entry form are the same.
5. Make sure to label your work plan and work sample attachments with the name of your entry.
6. Make sure you upload the **CORRECT AND FINAL VERSION** of your entry, with accessible web addresses and other links, if applicable.

**For questions and clarifications, contact us at:**

## IABC PHILIPPINES SECRETARIAT

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📘 IABC Philippines

# FREQUENTLY ASKED QUESTIONS

**Q: Is the Philippine Quill Awards for IABC MEMBERS ONLY? Can anyone submit entries?**

**A:** Anyone whose program or project fulfills the requirements indicated above can join the Quills. However, IABC members will enjoy a membership discount for every entry submitted – a definite advantage, especially for those submitting multiple entries. Beyond the entry fee discount, IABC

# FREQUENTLY ASKED QUESTIONS (continued)

Philippines members also get access to a global network of seasoned communicators and both local and international learning sessions that can provide knowledge and skills for conceptualizing and executing world-class projects and campaigns – which can then be packaged into Quill-worthy entries.

## **Q: What is the coverage date for the projects/campaign/material?**

**A:** Projects implemented from January 2020 to July 2021 can be entered in the awards program. In some cases, planning or implementation of some phases of the entry could have begun before January 2020, in which case it is still eligible, as long as implementation continued or ended between January 2020 and July 2021.

**We will still accept entries related to the COVID-19 pandemic under COVIDCOMMS 2021.**

## **Q: Can we submit an ongoing campaign/returning campaign, even if it had already been awarded in previous Philippine Quills?**

**A:** If the entry is a previous winner in past Philippine Quill Awards, it can still be entered, but the new entry should clearly show a change, innovation, or significant development from its previous version.

## **Q: Is there a limit to the entries one company/agency/individual can submit for the year's Quills?**

**A:** Entrants may submit 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 should have its own Entry Form, Entry Fee, Work Plan, Work Samples, and other requirements.

## **Q: When can we submit entries?**

**A:** The Secretariat will communicate regularly for updates as well as changes to the schedule. Due to the COVID-19 pandemic, schedules may be subject to change. However, we intend to adhere to our schedules as much as possible.

## **Q: How much per entry?**

# FREQUENTLY ASKED QUESTIONS (continued)

- **Early Bird Rate:** IABC Member: Php 5,000 (Membership ID number required) | Non-member: Php 7,000
- **Regular Entry Rate:** IABC Member: Php 6,000 (Membership ID number required) | Non-member: Php 8,000
- **Student Entry Fee:** Php 500. All fees are inclusive of 12% VAT

## Q: How will it be scored?

**A: Make sure your entry is original, readable, and complete.** Evaluators consider how well a program was conceived and executed, how relevant it was to the organization/advocacy/institution, how well understood and defined the stakeholders were, how measurably stated the objectives were, how appropriate the chosen strategy and objectives were for the stakeholders and desired results, how resources were used, and how the outcomes were measured and achieved.

Winning entries **ALWAYS** demonstrate that they have met clearly stated measurable objectives, shown originality, and generated results based on measurable outcomes.

## Make sure you **UPLOAD THE CORRECT ENTRY.**

For your entries to be evaluated properly and accurately, ensure that the files you upload are the right ones and include the complete requirements. All website addresses and other links should be working even months after submission, to ensure access to these at the time of evaluation.