

IBP Communications and PR Awards

The IBP Communications and PR Awards are currently in the final stage of development and will be launched in early 2013, intended to showcase and give recognition to in-house PR departments and Public Relations Consultancies working in the built environment including architecture, construction, and residential and commercial property. These are the first PR and communications awards dedicated to communications activity in the built environment and have been established in response to the increasing recognition by journalists and other experts of the important role that public relations and communications plays in the industry.

The IBP Communications Awards will be judged by a panel of the most influential PR experts, editors and industry executives to ensure the Awards recognise those who have achieved excellence in all areas of communications.

Who can enter?

The awards are open to PR consultancies and in-house PR departments and the individuals who work within them. Where companies have in-house PR departments and employ PR consultancies they can enter the same project or body of work as a joint entry for the purposes of judging.

Criteria

Entries can be submitted for UK or overseas work. If submitting overseas work, the work should have been initiated, co-coordinated and evaluated by a UK based staff member and may be included in any relevant category.

Entries should relate to the period of January through December 2012.

Entries should describe how ongoing strategic communications or a significant project or campaign have engaged with the target audience (private and public sector communications work or campaigns are eligible). They should specify the business and organisational needs addressed (e.g., performance, productivity, “green” topics, customer service, cost management and so on); the outcomes sought from the strategy and measurement of the results in delivering the aims and objectives of the strategy.

All methods of communication: research, public affairs, digital and social media, media relations, live PR events, city & corporate, public sector and in house and community magazines (hardcopy or online) are eligible to illustrate the performance and success of the communications programme, project or campaign.

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Judging Process:

Once all submissions have been received, the judging of the IBP Communications Awards will take place in two stages.

Stage One: Online entries and long list

In the first stage the judges will be given access to the written submissions and the supporting material. The judges will review and mark each submission individually and will then submit their scores electronically. The average of the scores will be calculated and a short list of the top scoring submissions will be created.

Stage Two: Short list and interview

In the second stage, each submission on the short list will be invited to give a live presentation to the panel of judges. The judges will be looking for evidence of success in relation to objective and cost effectiveness, as well as a spark of innovation and creativity. Following the presentations, the judges will select a winner in each category which will be announced at the annual IBP Summer Party which will host the inaugural Communications and PR Awards Ceremony.

Publication and confidentiality

The organisers reserve the right to retain entries for subsequent power point or promotional use. Descriptions of submissions from winners and runners-up will be published in connection with the Awards event.

Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc) provided such restrictions are not used unreasonably.

General Information (Please Note: Still in development)

All submissions must be done online at www.ibp.org.uk/Communication-Awards/ Use the form provided to request a login address and password.

All entries should follow the templates sections listed below. To enter the categories; please adhere to these requirements, along with any other criteria shown below.

Submission text

The submission text is your opportunity to support your entry and explain to the judges the strong points of your work and why your entry should win an IBP Communications and PR Award.

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Your entry text must be no more than 1000 words formatted on single spaced sheets in a 10 point type. You may include 5 low resolution images with the text; however, please note that the thumbnails are not a replacement for the high quality image you must also supply as part of your entry.

Template for your 1000 word entry text

Your written entry is the basis on which you will be judged in phase one and if successful, shortlisted for the final presentation of your work to the judges. The entry should show how you meet all of the criteria in your chosen category. At the beginning of your entry the following information must be clearly stated:

- Name of category
- Title of work (for campaigns)
- PR Agency name or in-house department or both if the submission is a joint entry.
- People: include names of team members involved in the actual work
- Company name (client, trade organisation, government department etc.)

(These do not form part of the 1000 words)

Sub-headings

Within your two pages please use the following as sub-headings under which you clearly enter your information.

- Budgets: with disclosure of costs or budgets, actual figures may be given or one of the bands selected below:
 - Below £10,000
 - £10,000 - £25,000
 - £25,001 - £50,000
 - £50,001 - £75,000
 - £75,001 - £100,000
 - Over £100,000

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- Objective/brief from client
- Strategy
- Method deployed
- Outcome, including formal evaluation of results. AVEs (advertising value equivalents) as a way of evaluating the success of any campaign will not be accepted. We suggest that you put more emphasis on measuring the tangible business outcomes of a campaign (i.e. an uplift in awareness, sales, proven change in audience behaviour, post campaign attitudinal research).
- Relation to objectives and cost-effectiveness
- Creativity/originality
- Indication of outside contractors where used
- Category specific criteria (see Categories section)

The headings you elect to use will vary, project to project, but failure to include relevant or necessary information under the appropriate subheadings above will again result in your entry receiving minus scores from the Judges.

Images (mandatory)

As part of your entry you must upload at least three key images as jpeg files. Please note that failure to submit at least 3 key images or to comply with the indications below will result in your entry not being submitted to the judging panel for evaluation.

Your images must comply with the following:

- Colour jpeg files
- Your three high-quality key images must support and illustrate your entry and can include related, relevant images of your campaign for your or your client's product, area of business, or the field in which they operate. If it is only possible to supply scanned images they must be scanned to the highest possible resolution – a minimum of 300 dpi.
- No logos
- The resolution must be 300 dpi and the size no less than 200mm x 200mm, to allow for landscape, portrait or square images
- Should your entry reach the shortlist stage, these may be used in conjunction with the IBP Awards event and/or website.

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Categories:

In House Communications Team - the in-house team that has demonstrated creativity, innovation and achievement of results in the built environment.

PR Consultancy Team – the consultancy team that has demonstrated creativity, innovation and achievement of results for clients in the built environment.

Best Business Communications campaign – marketing and sales focused campaign on behalf of a private sector client

Best Public Affairs campaign – including community relations and stakeholder engagement

Best use of online/digital media – This award should illustrate the key part that digital, online and social media played in the achievement of positive and tangible results as part of an in house or consultancy campaign

Campaign of the Year - This category cannot be entered, the shortlist will consist of the winners of the previous categories and the judges will look for outstanding achievement.

Young Communicator of the Year - Open to In House and PR Consultancy professionals, who are under the age 30 on 31 March 2012. Nominations are accepted from employers, who should include the details of the nominee's career history together with a 200 word statement, from the person nominated, outlining why they feel they should win this award. The judges will look for evidence of outstanding achievement in handling PR campaigns, showing creativity, relevance to brief and results. The judges will also look for evidence of the nominee's ability and willingness to extend their range of communications skills.

Please note that short listed entrants for this category will be invited to attend an interview as part of the judging process.

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Communicator of the Year - Open to individuals who may nominate themselves or be nominated. The judges will look for a person (who may or may not be a communications professional) who has demonstrated outstanding communication skills; significant achievements in the period covered by this year's awards, as well as career achievements to date will count favourably in the judging process. A shortlist of relevant professionals will be drawn up from judges nominations. The judges will then be asked to vote at a second stage judging – again in secret and online. If you would like your name to be considered or wish to propose a person for the shortlist please email your details along with a brief biography and a 200 word statement explaining why you or your nomination should be considered for this award to:

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