

# IABC - NL 2015 Pinnacle Awards Evaluation: Communication Management Division

Division:	Management	Category:	
Entrant:		Entry Title:	
Entrant Number:		Company:	

Score for work plan section (MAX 3.5)	
Score for work sample section (MAX 3.5)	
Score for this entry (Work plan score plus work sample score)	

### Section 1: Business Need and Communication Opportunity

How well does the entrant explain the context for the entry by clearly establishing the business need and the related communications opportunity? To what extent does the entrant . . .

1-7

Explain the business and communications environment including specific challenges that have occurred?	
Align the communication opportunity and the business need by explaining how the project helped the organization?	
Use research to substantiate the need and inform the direction of the communications project?	
Score for section 1 (total divided by 3)	

### Section 2: Stakeholder Analysis

How well does the entrant define, segment, and analyze the critical characteristics of the audience in relationship to the business need? To what extent does the entrant . . .

1-7

Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinion, motivations, etc.	
Include audience research that provides insight to the project?	
Discuss how relevant research will influence the production of the communication vehicle?	
Score for section 2 (total divided by 3)	

### Section 3: Goals and Objectives

How well does the entrant set measurable objectives that are relevant to the business need, and will measure the effect of strategic communications to the business? To what extent does the entrant . . .

1-7

Distinguish between objectives, tactics and an approach to the issue?	
Establish measurable, relevant objectives that are stated as communication outcomes or outputs?	
Align objectives with the stakeholder analysis and the business need?	

Ensure that objectives will produce an effect on the stated business need?	
<b>Score for section 3 (total divided by 4)</b>	

#### Section 4: Solution Overview

**How effective is the communication approach? To what extent does the entrant .** **1-7**

Explain how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media or communication channels?	
Demonstrate that the audience analysis was taken into account when developing the key messages for each group identified?	
Provide an executive summary of the action plan or tactical execution plan?	
Demonstrate that the communication solution is aligned with the business needs?	
<b>Score for section 4 (total divided by 4)</b>	

#### Section 5: Implementation and Challenges

**Score**

**How well were issues related to budget and other resources managed? To what extent did the entrant . . .**

**1-7**

Provide a budget that seems reasonable?	
Demonstrate that time and other resources were used effectively?	
Outline any challenges faced and demonstrate that they were effectively managed?	
Demonstrate consultation with stakeholders (audience members) or subject matter experts?	
<b>Score for section 5 (total divided by 4)</b>	

#### Section 6: Measurement and Evaluation

**How well were the communications objectives met? To what extent did the entrant**

**1-7**

Align measurement with valid objectives?	
Demonstrate output or outcome-based results?	
Provide a thorough evaluation that supports the results?	
<b>Score for section 6 (total divided by 3)</b>	

**Score for work plan section**

**50%**

(Total of sections one through six divided by six x .50)

### Work Sample

#### Section 7: Stakeholder Alignment and Influence

**How well does the work sample reflect the audience characteristics, needs and preferences?**

**To what extent did the entrant . . .**

**1-7**

Demonstrate good choices of messages, mediums, media and communications channels that align with the audience analysis?	
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Include messages that engage the intellect and/or emotions of the audience, and influence thoughts and behaviours?	
Integrate key messages within the communication vehicle?	
<b>Score for section 7 (total divided by 3)</b>	

### Section 8: Alignment with Objectives and Strategy

How well is the work sample aligned with the objectives stated in the work plan? To what extent did the entrant . . .

1-7

Provide evidence that the project is on strategy and is consistent with business needs?	
Provide clear, consistent work sample elements that are communicated in a powerful way?	
Reflect the objectives, strategic thinking, key messages and audience analysis in the work sample?	
Provide clear evidence that the work sample has the desired effect on the audience and business needs?	
<b>Score for section 5 (total divided by 4)</b>	

### Section 9: Professional Execution

Given the budget and resources, how well does the work sample measure up to professional standards? To what extent did the entrant . . .

1-7

Provide well-designed work sample elements?	
Offer evidence of alignment with business and audience needs?	
Demonstrate high-quality writing and production within budget and resource considerations?	
Demonstrate consistency between what was presented in the work plan and what was delivered?	
<b>Score for section 9 (total divided by 4)</b>	

### Section 10: Overall Quality

Given the budget and resources, how well does the work sample measure up to professional standards? To what extent does the entrant . . .

Score

1-7

Provide a well-written and produced entry that's easy to understand?	
Provide a representative sample of all the elements described in the work plan?	
Demonstrate strategic and creative thinking that reflects the audience and business needs?	
Demonstrate the ability of communication to influence valid business results?	
<b>Score for section 10 (total divided by 4)</b>	

**Score for work sample section**  
(Total of sections seven through ten divided by four x .50)

50%

**Score for this entry**  
(Work plan score plus work sample score)

100%