

**Are you the best in Europe? There's  
only one way to find out...**



~ THE FEDERATION OF EUROPEAN  
INTERNAL COMMUNICATION ASSOCIATIONS ~

invites you to enter the  
**FEIEA Grand Prix  
2011**

**PLUS...**

**NEW FEIEA EUROPEAN RATING MEASUREMENT SYSTEM FOR 2011**

**Prove that you are among Europe's best internal communicators**

**Closing date: 10 June 2011**

*Awards will be presented at the FEIEA Grand Prix ceremony  
in London on Friday 17 November 2011*

## 2

### The FEIEA Grand Prix step by step...

Who can enter?.....	page 2
Benefits of entering .....	page 2-3
List of entry classes .....	page 3
How to enter .....	page 4
Where to send your entries .....	page 5-6
Entry fees .....	page 7
How to pay your entry fees .....	page 7
How the judging works .....	page 8
Award ceremony and presentations .....	page 8
The new FEIEA European rating system.....	page 9
Information about each of the entry classes .....	pages 10 – 22
Any questions? .....	page 23

### Who can enter?

The competition is aimed at business communicators with employees or organisation members as their main target audience.

It is open to anyone involved in internal communication (including companies, associations, government bodies, charitable organisations, universities and other educational institutions, communication agencies and freelances).

Entries are welcome from both members and non-members of national associations within FEIEA, and from all countries across Europe.

Members benefit from a reduced entry fee. Join your national association now and you can enter the FEIEA Grand Prix at the member rate. If your country's national association is not a member of FEIEA, you can become an Individual Participant – please visit the 'how to join' section of the FEIEA website ([www.feiea.com](http://www.feiea.com)) for details.

### Benefits of entering

#### Winners will receive:

- A FEIEA Grand Prix trophy and certificate, presented by the President of FEIEA at the
- Grand Prix ceremony
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- The use of an official 'FEIEA Grand Prix Winner' logo.
- A chance to showcase their winning work for a wider European audience

**Benefits of entering continue on next page...**

## Benefits of entering, continued

### Runners-up will receive:

- A FEIEA Grand Prix certificate
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- Judges may also award a 'certificate of merit' if they feel that an entry deserves recognition but has narrowly failed to reach the top three places.

### ALL entrants will receive:

- Feedback, with comments from the judges
- A European rating (see page 9)
- Exposure to an expert peer group - all FEIEA Grand Prix judges are leading communication professionals, so this is an excellent opportunity to receive a well-qualified assessment of your work as an internal communicator.

## GRAND PRIX ENTRY CLASSES

### Internal communications – printed:

CLASS 1: Internal multi-language publication – single publication (page 10)

CLASS 2: Internal multi-language publication – regular publication (page 11)

CLASS 3: Internal magazine/news-magazine (page 12)

CLASS 4: Internal newspaper/newsletter (page 13)

CLASS 5: Front cover design on an internal publication (page 14)

CLASS 6: Photograph in an internal publication (page 14)

CLASS 7: Use of a cartoon, illustration or other graphic image in an internal publication (page 14)

### Internal communications – electronic:

CLASS 8: Internal electronic newsletter (page 15)

CLASS 9: Intranet site (page 16)

CLASS 10: Audio-visual communication for an internal audience (page 17)

### Internal communication events:

CLASS 11: Face-to-face internal communication event – single event (page 18)

CLASS 12: Face-to-face internal communication event – multiple events (page 19)

### Internal communication strategies:

CLASS 13: Internal communication strategy – single issue (page 20)

CLASS 14: Internal communication strategy – ongoing (page 21)

CLASS 15: Internal communication strategy – multinational (page 22)

## 4

### HOW TO ENTER

**It's easy to enter. There are just six steps, from A to G:**

- A Please read the information page for each of the classes you wish to enter.
- B Complete the online entry form (see the Grand Prix 2011 section of the FEIEA website) and **print it out**. Please complete a separate form for each entry.
- C Send your entries and entry forms to your national Grand Prix representative (see page 6).
- D Send an email to your Grand Prix representative. He/she will then expect your entry.
- E If possible, please *also* email an electronic version of each entry form and entry (e.g. PDF files for printed publications / HTML files for electronic communications) to your national Grand Prix representative. (This helps the pan-European judging.).
- F Please pay the invoice as soon as you receive it and check that payment has been made.
- G Relax! Once we receive payment, your entry will be accepted into the competition.

**Closing date for entries: 10 June 2011.**

#### **Competition rules:**

- Entries must have been produced between 1 June 2010 and 31 May 2011.
- You can submit as many entries as you wish. **You must complete a separate entry form for each entry.**
- **Entries in the intranet class must be accessible to judges at each stage of judging.** If the judges cannot access the site, the entry cannot be judged and may have to be disqualified. It is the entrant's responsibility to ensure the site is accessible for judges. Read the information for this class.
- **If you enter the multi-language publication category, you must send a copy of the publication in each of the languages in which it is produced.**
- Video (VHS) tapes cannot be accepted. Please use an **electronic format** for entries in the electronic communication classes, or as supporting material for the event and strategy classes.
- If an entry has been submitted in the wrong class, your national representative, the director of the FEIEA Grand Prix or the pan-European jury may assign it to the correct class.
- Entries will be assessed as *internal* communications. If an entry is produced solely for an external audience and serves no internal communication purpose, it will be disqualified. No refunds can be given for disqualified entries.
- If there are insufficient entries in any class, that class will be closed and a refund will be given to entrants in that class.
- No material can be returned to entrants.

***On pages 8 to 22 you will find more information to help you decide which class is right for your entry***

## WHERE TO SEND YOUR ENTRIES

Send entries by post or email to:

### **Austria**

Theresa Schmidt  
FEIEA Grand Prix  
VIKOM, Schwarzenbergplatz 4,  
1031 Wien  
[vikom@iv-net.at](mailto:vikom@iv-net.at)

### **Belgium, Netherlands, Luxembourg, France**

Marie-Eve Deltenre  
FEIEA Grand Prix  
Vivaqua, 70 rue aux Laines,  
1000 Bruxelles,  
Belgique  
[marie-eve.deltenre@vivaqua.be](mailto:marie-eve.deltenre@vivaqua.be)

### **Czech Republic, Slovakia**

Dana Poulova  
FEIEA Grand Prix  
Head of Comms, IT Services  
DHL Information Services (Europe) s.r.o.  
V Parku 2308/10  
Chodov - Prague 4  
Czech Republic  
[dana.poulova@dhl.com](mailto:dana.poulova@dhl.com)

### **Denmark, Sweden, Norway, Finland**

FIK Foreningen for Intern Kommunikation  
Henrik Vinther  
FEIEA Grand Prix,  
Baekmosen 16, 2670 Greve  
Denmark  
[mail@fikom.dk](mailto:mail@fikom.dk)

### **Germany**

DPRG e. V. Bundesgeschäftsstelle  
FEIEA Grand Prix  
Marienstraße 24  
10117 Berlin  
[info@dprg.de](mailto:info@dprg.de)

## WHERE TO SEND YOUR ENTRIES, Continued

Send entries by post or email to:

### Italy

FEIEA Grand Prix  
ASCAI  
V. Garigliano 74/A  
00198 ROMA  
[ascai@iol.it](mailto:ascai@iol.it)

### Portugal

#### Spain

APCE  
FEIEA Grand Prix  
Rua Pinheiro Chagas, 41 – 2ºD – Sala 5  
1050-175 Lisboa  
Portugal  
[paula.portugal.mendes@apce.pt](mailto:paula.portugal.mendes@apce.pt)

### Slovenia

Elizabeta Biluš  
FEIEA Grand Prix  
Gorenje d.d.,  
Partizanska 12,  
3320 Velenje  
Slovenija  
[elizabeta.bilus@gorenje.com](mailto:elizabeta.bilus@gorenje.com)

### Switzerland

SVIK/ASCI  
FEIEA Grand Prix  
Postfach 576, 3000 Bern 7  
Schweiz/Suisse/Svizzera  
[svik@bluewin.ch](mailto:svik@bluewin.ch)

### United Kingdom

#### Ireland

FEIEA Grand Prix, c/o Institute of Internal Communication,  
Suite GA2, Oak House, Woodlands Business Park, Breckland,  
Linford Wood West, Milton Keynes, MK14 6EY  
[tim@ioic.org.uk](mailto:tim@ioic.org.uk)

**If your country is not listed above, please send your entry to:**

Marie-Eve Deltenre  
FEIEA Grand Prix Director  
Vivaqua  
70 rue aux Laines, B - 1000 Bruxelles  
Belgium  
[marie-eve.deltenre@vivaqua.be](mailto:marie-eve.deltenre@vivaqua.be)

## ENTRY FEES

If you are a member of a national association within FEIEA (or if you are a FEIEA Individual Participant), you will benefit from a reduced entry fee.

<b>Member of FEIEA *:</b>	<b>100 euros</b>
<b>Non-member of FEIEA:</b>	<b>200 euros</b>

**Please note for members, the entry fee includes free entry into the new FEIEA European Rating scheme.**

**\* The following national associations are members of FEIEA. If you are a member of any of these associations, you will benefit from the reduced entry fee.**

**Austria** Verband für Integrierte Kommunikation (VIKOM)

**Belgium** Association Belge de la Communication Interne (ABCI)

**Czech Republic** Czech Institute of Internal Communication (IIC)

**Denmark** Foreningen for Intern Kommunikation (FIK)

**Germany** Deutsche Public Relations Gesellschaft (DPRG)

**Italy** Associazione per lo Sviluppo delle Comunicazioni Aziendali in Italia (ASCAI)

**Portugal** Associação Portuguesa de Comunicação de Empresa (APCE)

**Slovenia** PR Society of Slovenia, Section of Internal Communicators

**Switzerland** SVIK / ASCI

**UK & Ireland** Institute of internal Communication (IOIC)

**Members of SVIK, please note, SVIK has its own entry fee and invoicing arrangements and will communicate these directly to SVIK members.**

If your country's national association is not currently a member of FEIEA, you may apply to become an Individual Participant.

Please visit the 'how to join' section of the FEIEA website ([www.feiea.com](http://www.feiea.com)) for details or send a message to [doswell@ioic.org.uk](mailto:doswell@ioic.org.uk) for more information. Individual Participants pay the reduced entry fee.

## HOW TO PAY YOUR ENTRY FEE

You will receive an invoice from your local national association (see page 6). If your country is not listed on page 6, you will receive an invoice directly from FEIEA. German entrants will receive an invoice directly from FEIEA.

Invoices from local national associations will be issued in the local currency. Invoices from FEIEA will be issued in euros.

**Entry fees must be paid by 20 August 2011.** Entries may be disqualified if payment is not received by that date.

## 8

### HOW THE JUDGING WORKS

The FEIEA Grand Prix is open to internal communication practitioners from throughout Europe. The competition gives them an opportunity for their work to be assessed against high standards of practice, according to fixed criteria (see pages. This year, for the first time, Grand Prix entrants will also be able to see their work assessed within the new European Internal Communication Rating System (see next page).

Judging for the Grand Prix itself takes place in three stages:

#### **First Round**

Members of the FEIEA judging panel assess all the entries

Judges prepare a short-list of up to three entries per country per class

#### **Semi-Final Round**

The pan-European Jury is convened. The Jury comprises one member of the FEIEA judging panel from each national FEIEA member association

The Jury meets in Brussels over one long weekend and judges all of the short-listed entries.

The Jury selects the best entry from each country in each class to be judged in the final round.

#### **Final Round**

The Jury judges all entries selected for the final round and nominates the top three entries as follows:

1. Class Winner
2. Runner-up
3. Certificate of Merit

Additionally, the Jury may also identify a small number of entries for some specific individual quality, although the entry may not be one of the top three in a given class. In such cases, an appropriate certificate will be awarded.

### AWARD CEREMONY AND PRESENTATIONS

This year's award ceremony and dinner will be hosted by the FEIEA's UK member association, the Institute of Internal Communication, at the Landmark Hotel, London on Thursday 17<sup>th</sup> November. The Grand Prix awards will be presented as part of the UK association's Communicator of the Year gala event. Bookings for the event will be advertised later this year.

The top three successful entries in each class each receive a certificate. Additionally, the overall winner in each class will receive a Class Winner's trophy.

## THE FEIEA EUROPEAN RATING SYSTEM

Entries to the Grand Prix 2011 will be judged against standard FEIEA Grand Prix criteria. In addition, each entry in Classes 1, 2, 3, 4, 8, 9, 13 and 15 will also be entered into the new European Rating System. Performance for these entries will also be measured against six dimensions:

**Practical strength** – how effective is the entry as a functional tool?

**Engaging the audience** – how well does the entry capture the interest of its audience?

**Professional production** – what level of technical quality does the entry achieve?

**Personality and style** – how distinctive and individual is the entry?

**Employee voice** – how far does the entry allow the voice of employees to be heard?

**Evaluation** – how effectively has the entry's impact been measured?

Judges will allocate a number of points for each of these dimensions on a scale of zero to five (0-5). The number of points for each dimension will be banded as follows:

0-6 Band E

7-12 Band D

13-18 Band C

19-24 Band B

25-30 Band A

The individual scores will be communicated to the entrants. The total number of entries within each Band will be published. The names of entries in Bands A and B will be published. A scatter diagram will be produced to show the position of an individual entry relative to other entries. Only the individual entry name will be shown on the diagram.

The FEIEA European Rating System will be launched as part of the FEIEA Grand Prix 2011 competition. Participation in the scheme is free of charge for Grand Prix participants who are members or Individual Participants. Non-members who enter the Grand Prix 2011 will be invited to join the European Rating Scheme in return for an additional fee of 30 euros.

Once the Grand Prix entry period closes on 10<sup>th</sup> June 2011, the European Rating Scheme will remain open to other participants, who will pay a separate fee (non-members 100 euros, FEIEA members and Individual Participants 75 euros) to take part in the scheme.

The rating will be valid until September 2012. The next rating assessment period will begin in June 2012 and new ratings will be awarded from October 2012.

Participants in the FEIEA European Rating System will be entitled to use their rating in internal and external publicity.

## WHAT THE JUDGES LOOK FOR – CLASS BY CLASS

### PRINTED PUBLICATIONS

#### Class 1

### Internal multi-language publication: single publication

This category is for:

- A one-off publication (for example, for a special occasion) produced in more than one European language

Please send:

- A copy of the publication **in each of the languages in which it is produced**
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Consistent messages across all languages
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader
- Good use of language:
  - quality of writing
  - appropriate style for the target audience
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour.

# 11

## PRINTED PUBLICATIONS

### Class 2

## Internal multi-language publication: regular publication

This category is for:

- A regular publication (for example, a magazine produced three or more times a year) produced in more than one European language

Please send:

- A copy of the publication **in each of the languages in which it is produced**
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Consistent messages across all languages
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader
- Good use of language:
  - quality of writing
  - appropriate style for the target audience
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour.

# 12

## PRINTED PUBLICATIONS

### Class 3

## Best internal magazine/news-magazine

This category is for:

- Regular publications (for example, a magazine/news-magazine produced three or more times a year) which contain more features than news stories, with a pictorial front cover

Please send:

- One copy of the publication
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Consistent messages across all languages
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader
- Good use of language:
  - quality of writing
  - appropriate style for the target audience
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour.

# 13

## PRINTED PUBLICATIONS

### Class 4

## Best internal newspaper/newsletter

This category is for:

- Regular publications which contain more news stories than features, with articles on the front cover

Please send:

- One copy of the publication
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Consistent messages across all languages
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader
- Good use of language:
  - quality of writing
  - appropriate style for the target audience
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour (if appropriate).

# 14

## PRINTED PUBLICATIONS

### Class 5

## Front cover design

This category is for:

- Front cover design for an internal publication

Please send:

- One copy of the publication
- A completed entry form

The judges give points for:

- Strong impact
- Consistent messages across all languages
- Relevance/appeal to the target audience
- Selection and creative use of images
- Use and presentation of text and coverlines

### Class 6

## Photograph

This category is for:

- Photograph used in an internal publication

Please send:

- One copy of the publication, with the entry photograph clearly marked
- A completed entry form

The judges give points for:

- Strong impact
- Relevance to the context/story
- Technical quality of the photograph
- Creative use of the image

### Class 7

## Illustration or graphic image

This category is for:

- Use of a cartoon, illustration or other graphic image in an internal publication

Please send:

- One copy of the publication, with the entry illustration or image clearly marked
- A completed entry form

The judges give points for:

- Strong impact
- Relevance to the context/story
- Technical quality of the illustration or image
- Creative use of the illustration or image

## ELECTRONIC COMMUNICATIONS

### Class 8

## Internal electronic newsletter

This category is for:

- Electronically-published internal newsletters (for example, a newsletter published as a self-contained section of an intranet site, or an e-zine sent to employees or members of an organisation)

Please send:

- One copy of the newsletter or e-zine (on a disk or memory stick), with all interactive features working. The material must be supplied as a working linkable HTML file with supporting images correctly linked. Linked screens may be replaced by a linked 'apology' screen when commercial secrecy needs to be protected.
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Good headlines and captions
- Good use of language:
  - quality of writing
  - appropriate style for the target audience
- Writing to avoid 'spam' filters
- Good use of hyperlinks and supporting text
- Ease of navigation on-screen
- Ease of reading on-screen
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour
- Clear navigation
- Good use of interactive features
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)

## ELECTRONIC COMMUNICATIONS

### Class 9

## Intranet site

This category is for:

- Intranet sites (for an internal audience)

Please send:

- Access details and passwords for a section of the intranet site (between 50 and 250 web pages). The site must be accessible to cover all three stages of judging. If you prefer, you can submit the relevant section of the intranet site (between 50 and 250 web pages) as an HTML file, with all links and interactive features working. If necessary, please provide any special instructions for viewing the HTML file.
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Good headlines and captions
- Good use of language:
  - quality of writing
  - appropriate style for the target audience and for the medium
- Good structure and information 'architecture'
- Good use of hyperlinks
- Ease and speed of navigation
- Ease of reading on-screen
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations
  - typography
  - use of colour
- Use of a consistent template
- Good use of imagery
- Clear navigation
- Good use of interactive features
- Open communication about issues facing the organisation
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate)

# 17

## ELECTRONIC COMMUNICATIONS

Class 10

### Best audio-visual communication

This category is for:

- Audio-visual broadcasts to an internal audience.

Please send:

- One copy of your entry in an electronic format (CDs/DVDs/memory sticks are all acceptable. VHS video tapes cannot be accepted)
- A completed entry form

The judges give points for:

- Good content that meets the needs of its target audience
- Good pace and balance
- Language – style and quality of the script
- Delivery – style and quality of the presentation
- Production quality

## INTERNAL COMMUNICATION EVENT

### Class 11

## Internal communication event: single event

This class is for:

- single internal communication event (for example, a conference or employee engagement event), intended to communicate a particular business issue with employees or members of an organisation.
- The class is *not* intended for routine team-meetings, or training courses intended to teach the practical aspects of an employee's day-to-day role.

Please send:

- A summary of the planning, preparation, delivery and outcome of your internal communication event. The summary must be written in English, and may be up to six pages of A4

The summary should cover:

OBJECTIVES: define the objectives of the communication event and the business issue that it addressed

AUDIENCE: define the intended audience

EVENT: describe the event you developed and the thinking behind it

IMPLEMENTATION: describe how you organised and delivered the event, and how you overcame any challenges or constraints

OUTCOME: describe how you measured the outcome of the event, and give evidence of its success in achieving its objectives.

Include samples of the communication materials used during the event.

- A completed entry form

The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation).

Judges will seek answers to the following questions:

- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?
- Did the entry clearly define the nature of the intended audience, and
- Did it demonstrate an awareness of their needs?
- Did the solution fit the programme's objectives and the audience's needs?
- How effectively was the event organised, and how well did the organisers overcome any challenges or constraints?
- How effectively was the outcome of the event measured, and did it meet its objectives?
- Did the samples of communication materials support the project?

# 19

## INTERNAL COMMUNICATION EVENT

### Class 12

## Internal communication event: multiple events

This class is for:

- A series of linked internal communication events (for example, roadshows), intended to communicate a particular business issue with employees or members of an organisation.
- The class is *not* intended for routine team-meetings, or training courses intended to teach the practical aspects of an employee's day-to-day role.

Please send:

- A summary of the planning, preparation, delivery and outcome of your internal communication events. The summary must be written in English, and may be up to six pages of A4

The summary should cover:

OBJECTIVES: define the objectives of the communication event and the business issue that it addressed

AUDIENCE: define the intended audience

EVENTS: describe the events you developed and the thinking behind them

IMPLEMENTATION: describe how you organised and delivered the events, and how you overcame any challenges or constraints

OUTCOME: describe how you measured the outcome of the events, and give evidence of their success in achieving their objectives.

Include samples of the communication materials used during the events.

- A completed entry form

The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation).

Judges will seek answers to the following questions:

- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?
- Did the entry clearly define the nature of the intended audience, and
- Did it demonstrate an awareness of their needs?
- Did the solution fit the programme's objectives and the audience's needs?
- How effectively were the events organised, and
- How well did the organisers overcome any challenges or constraints?
- How effectively was the outcome of the events measured, and
- Did it meet its objectives?
- Did the samples of communication materials support the project?

## INTERNAL COMMUNICATION STRATEGY

### Class 13

## Internal communication strategy: single issue

This class is for:

- internal communication projects defined by a communication strategy, which communicate a single issue.

Please send:

- A summary of your communication strategy, written in English.  
The summary may be up to six pages of A4

The summary should cover:

**OBJECTIVES:** define the objectives of the communication project and the business issue that it addressed

**AUDIENCE:** define the intended audience

**STRATEGY:** describe the strategy you developed and the thinking behind it

**IMPLEMENTATION:** describe how you implemented the strategy, and how you overcame any challenges or constraints

**OUTCOME:** describe how you measured the outcome of the strategy, and give evidence of its success in achieving its objectives.

Include samples of the communication materials produced to implement the strategy. If this includes an intranet site or e-newsletters, please provide access details. Alternatively, for this class you may also provide screenshots.

- A completed entry form

The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategic thinking, planning, implementation and evaluation).

Judges will seek answers to the following questions:

- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?
- Did the entry clearly identify and describe the intended audience, and
- Did it demonstrate an awareness of their needs?
- Did the strategy fit the objectives of the programme and the needs of the audience?
- How effectively was the strategy implemented, and how well did the project overcome any challenges or constraints?
- How effectively was the outcome of the strategy measured, and did it meet its objectives?
- Did the samples of communication materials support the project?

## INTERNAL COMMUNICATION STRATEGY

### Class 14

## Internal communication strategy: ongoing project

This class is for:

- internal communication projects defined by a communication strategy, which are ongoing (for example, communicating an organisation's overall business strategy, or its vision/values/objectives, etc.)

Please send:

- A summary of your communication strategy, written in English. The summary may be up to six pages of A4

The summary should cover:

OBJECTIVES: define the objectives of the communication strategy and the business issue that it addressed

AUDIENCE: define the intended audience

STRATEGY: describe the strategy you developed and the thinking behind it

IMPLEMENTATION: describe how you implemented the strategy, and how you overcame any challenges or constraints

OUTCOME: describe how you measured the outcome of the strategy, and give evidence of its success in achieving its objectives.

Include samples of the communication materials produced to implement the strategy. If this includes an intranet site or e-newsletters, please provide access details. Alternatively, for this class you may also provide screenshots.

- A completed entry form

The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategic thinking, planning, implementation and evaluation).

Judges will seek answers to the following questions:

- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?
- Did the entry clearly identify and describe the intended audience, and
- Did it demonstrate an awareness of their needs?
- Did the strategy fit the objectives of the programme and the needs of the audience?
- How effectively was the strategy implemented, and how well did the project overcome any challenges or constraints?
- How effectively was the outcome of the strategy measured, and did it meet its objectives?
- Did the samples of communication materials support the project?

## INTERNAL COMMUNICATION STRATEGY

### Class 15

## Internal communication strategy: multinational project

This class is for:

- internal communication projects defined by a communication strategy, which communicate to audiences in more than one country

Please send:

- A summary of your communication strategy, written in English. The summary may be up to six pages of A4

The summary should cover:

**OBJECTIVES:** define the objectives of the communication strategy and the business issue that it addressed

**AUDIENCE:** define the intended audiences

**STRATEGY:** describe the strategy you developed and the thinking behind it

**IMPLEMENTATION:** describe how you implemented the strategy, and how you overcame any challenges or constraints

**OUTCOME:** describe how you measured the outcome of the strategy, and give evidence of its success in achieving its objectives.

Include samples of the communication materials produced to implement the strategy. If this includes an intranet site or e-newsletters, please provide access details. Alternatively, for this class you may also provide screenshots.

- A completed entry form

The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategic thinking, planning, implementation and evaluation).

Judges will seek answers to the following questions:

- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?
- Did the entry clearly identify and describe the intended audience, and
- Did it demonstrate an awareness of their needs?
- Did the strategy fit the objectives of the programme and the needs of the audience?
- How effectively was the strategy implemented, and how well did the project overcome any challenges or constraints?
- How effectively was the outcome of the strategy measured, and did it meet its objectives?
- Did the samples of communication materials support the project?

## ANY QUESTIONS?

Please contact:

- your national representative (see page 6) or
- the FEIEA Grand Prix Director ([marie-eve.deltenre@vivaqua.be](mailto:marie-eve.deltenre@vivaqua.be))

**We look forward to receiving your entry – good luck!**



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