



**60th**  
**ANYVERSARY**  
***2015 FEIEA GRAND PRIX***  
***ENTRY PACK***

**PROVE THAT YOU ARE AMONG EUROPE'S BEST INTERNAL COMMUNICATORS**



# FEIEA GRAND PRIX 2015

*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 2015 FEIEA Grand Prix. Prove that you are among Europe's best internal communicators*

*Awards will be presented at the FEIEA Grand Prix Award Ceremony which will be held on the 16th of November 2015 in Rome (Italy)*



Copyright FEIEA 2015

CLOSING DATE 22<sup>nd</sup> OF  
AUGUST 2015

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

|   |              |
|---|--------------|
| Who can enter? .....                              | page 4       |
| Benefits of entering .....                        | page 4       |
| List of entry classes .....                       | page 5       |
| How to enter .....                                | page 6       |
| Where to send your entries .....                  | page 7 - 8   |
| Entry fees .....                                  | page 9       |
| How to pay your entry fees .....                  | page 9       |
| Award ceremony and presentations .....            | page 9       |
| How the judging works .....                       | page 10 - 12 |
| Information about each of the entry classes ..... | page 13 - 27 |

## 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 freelancers).

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 contact FEIEA's Secretary General Carlos Manuel de Almeida (cm.almeida@feiea.eu) for further details.

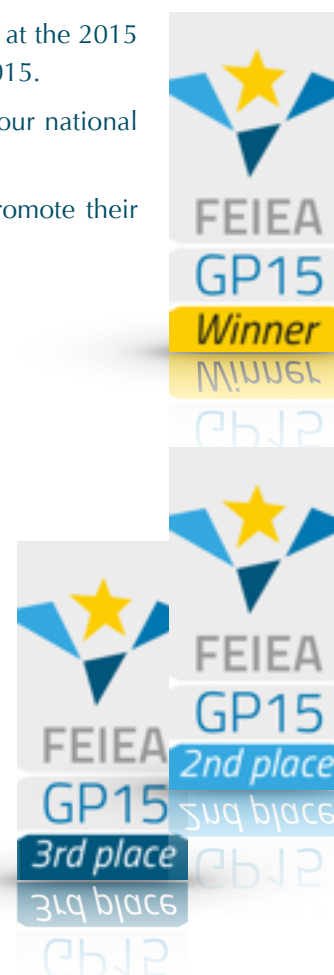
## Benefits of entering

### Winners will receive:

- A FEIEA Grand Prix trophy and certificate, presented by FEIEA's President at the 2015 Grand Prix ceremony in Rome (Palazzo Altieri) next 16th of November 2015.
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- The use of an official 'FEIEA Grand Prix Winner' stamp a chance to promote their winning work for a wider European audience

### 2nd & 3rd places will receive:

- A FEIEA Grand Prix certificate
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- The use of an official 'FEIEA Grand Prix 2nd and 3rd Places stamps'. A chance to promote their winning work for a wider European audience



**Judges may also award 'honour awards' if they feel that an entry deserves recognition but has narrowly failed to reach the top three places.**

# 2015 Grand Prix Entry Classes

## Internal Communications – Strategies:

- CLASS 1:** Best internal communication strategy
- CLASS 2:** Best change communication strategy
- CLASS 3:** Best multi-national communication strategy

## Internal Communications – Printed:

- CLASS 4:** Best multi-language publication
- CLASS 5:** Best internal magazine
- CLASS 6:** Best internal newspaper

## Internal Communications – Visual:

- CLASS 7:** Best photograph
- CLASS 8:** Best front cover
- CLASS 9:** Best cartoon/illustration/graphic image

## Internal Communications – Digital:

- CLASS 10:** Best digital communication
- CLASS 11:** Best intranet
- CLASS 12:** Best audio-visual
- CLASS 13:** Best use of social media

## Internal Communications – Event:

- CLASS 14:** Best internal communication event

# How to enter

## It's easy to enter.

- A. Please read the information page for each of the classes you wish to enter;
- B. Complete the online entry form (**CLICK HERE**);
- C. You will receive a confirmation email and FEIEA's back-office will ask you for all the documents needed to support your entry;
- D. FEIEA or your National Association will issue a participation invoice;
- E. Please pay the invoice as soon as you receive it and check that payment has been made;
- F. Relax! Once we receive the payment, your entry will be accepted in the competition.

**Closing date for entries: 22nd August 2015 (see your national representative).**

## Competition rules:

- Entries must have been produced between 1st of June 2014 and 31st of May 2015;
- You can submit as many entries as you wish;
- Entries in the intranet and digital communication classes must be accessible to judges at each stage of judging;
- If you enter the multi-language publication category, you must send the documents requested in each languages that the material was 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. It is the entrant's responsibility to ensure that the entry is genuinely relevant to internal communications;
- 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.

# WHERE TO SEND YOUR ENTRIES

Please contact the FEIEA Grand Prix Coordinator for your representative national association. They will provide all information needed

## **Austria**

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

## **Czech Republic**

Filip Mejzlík  
(IIK) FEIEA Grand Prix  
IIK - Institut Interní Komunikace  
Karmelitská 268/26, 118 00, Praha 1, the Check Republic  
fmejzlik@institutik.cz

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

Henrik Vinther  
(FIKOM) FEIEA Grand Prix,  
FIKOM Foreningen for Intern Kommunikation  
Bækmosen 16, 2670 Greve - Denmark  
vinther007@gmail.com

## **Germany**

Via FEIEA Back-Office  
FEIEA Grand Prix,  
FEIEA Secretary General  
Av. do Brasil, 35 - 1º B  
1700-062 Lisboa - Portugal  
info@feiea.eu

## **Italy**

Massimo Greggia  
(ASCAI) FEIEA Grand Prix  
Piazza del Gesù, 49  
00186 Roma - Italy  
E-mail: info@ascait.it

## WHERE TO SEND YOUR ENTRIES Continued

**Please contact the FEIEA Grand Prix Coordinator for your representative national association. They will provide all information needed**

### **Portugal and Spain**

Paula Portugal Mendes  
(APCE) FEIEA Grand Prix  
Av. do Brasil, 35 - 1º B  
1700-062 Lisboa - Portugal  
paula.portugal.mendes@apce.pt

### **Slovakia**

Martin Onofrej  
(AICO) FEIEA Grand Prix,  
Hurbanovo nám. 1, 811 06 Bratislava - Slovakia  
E-Mail: request@aico.sk

### **Slovenia**

Tina Vojnović  
(PRSS) FEIEA Grand Prix  
Taktik d.o.o.  
Cvetkova 25  
1000 Ljubljana  
Slovenia  
tina.vojnovic@taktik.si

### **Switzerland**

SVIK - Schweizerischer Verband für Interne Kommunikation  
SVIK-Rating und FEIEA-GP  
Geschäftsstelle  
Amthausgasse 22, CH-3001 Bern - Switzerland  
info@svik.ch

### **United Kingdom and Ireland**

Tim Beynon  
(IOIC) FEIEA Grand Prix  
C/o Institute of Internal Communication,  
Suite G10, Gemini House, Sunrise Parkway, Linford Wood, Milton Keynes MK14 6PW - UK  
tim@ioic.org.uk

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

FEIEA Back Office  
FEIEA Secretary General  
Av. do Brasil, 35 - 1º B  
1700-062 Lisboa - Portugal  
info@feiea.eu



## ENTRY FEES

If you are a member of a national association within FEIEA (see pages 7 and 8 for details of national associations that are members of FEIEA) you will benefit from a reduced entry fee.

### Fee according to FEIEA status and Round of judging required

|                             |                  |
|-----------------------------|------------------|
| <b>Member of FEIEA:</b>     | <b>150 euros</b> |
| <b>Non-member of FEIEA:</b> | <b>250 euros</b> |

## HOW TO PAY YOUR ENTRY FEE

You will receive an invoice from your local national association or FEIEA, depending on each association. If your country is not listed on page 7 and 8, you 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 until the 22nd of August 2015.**

## AWARD CEREMONY AND PRESENTATIONS

The FEIEA Grand Prix Award Ceremony will be in Rome (Italy) at the Palazzo Altieri on the 16th of November 2015.

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

**Rome, 16th November 2015**

**Palazzo Altieri**

### AGENDA

15.00 – 18.00 Meet the Winners

With FEIEA's help we will showcase 3 communications best practices from 2014 GP edition alongside with 2 Italian excellent cases. Panel style setting - interaction with audience - the whole segment will be run in English

Break

18.30 – 20.00 GP Award Ceremony (Gala)

Hosted by FEIEA's Executive, with the support of ASCAI

20.15 – 22.30 Gala Dinner

\* Agenda can still be adapted

## 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 12-26).

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

### National Round

Each FEIEA member association will organise a National judging panel (internal and/or external) that will assess all the entries.

The national round selects up to three entries per class.

### Semi final and final Pan-European Rounds

All entries received from the National round will be evaluated at this stage. The pan-European jury will then vote for final Winners and Runners-up. The Jury comprises international experts from the FEIEA member countries;

## INTERNATIONAL JUDGES FOR THE FINAL PHASE \*

### Doris Ladewig



Doris Ladewig is Head of Corporate Communications at Sberbank Europe, the Vienna based European Headquarters of the largest bank in Russia. She has a long standing experience in change communications and setting up corporate communications functions for leading international companies such as Erste Group, Deutsche Bank Frankfurt, Accenture, KPMG and PR agencies.

Doris studied communications, marketing & advertising in Vienna. She is board member of the Austrian Association of Corporate Communicators (VIKOM), as well as the European Federation of Business Communicators (FEIEA).

### Carola Minder



Carola Minder has been representing Switzerland in the FEIEA-Jury since 2005 and has been member of the board of the Swiss Association for Internal Communication, called SVIK, for nine years. She manages her own agency "Carola Minder Communications" and has been working as a head of corporate communications in different companies for the last 24 years.

She did her bachelor's degree as a Public Relations Consultant at the SPRI, the Swiss Public Relations Institut in Zürich.

### Massimo Greggia



Massimo Greggia has long-standing experience over many years in communications and management. Currently serving as Partner in an independent consulting service firm, Massimo has lived and worked in the UK, US and Italy covering many roles in the communications field, spanning marketing to corporate communications for a variety of business, including agricultural & industrial equipment and both the railway and car industries. Massimo serves as board member for ASCAI (Italian association for the development of corporate communications) and is FEIEA vice-president.

## Tomáš Poucha



Tomáš is an independent consultant and advisor specializing in the area of communication.

He helps companies to improve the efficiency of internal and external processes and communication. He also deals with counseling in personal effectiveness and business tools. Tomáš previously worked in management positions thanks leading advertising and communication agency. He has gained his experience thanks to cooperation with a number of local and international clients. He specialized in

BTL strategy - CRM, loyalty, promotion and improvement of effective communication. Tomáš graduated from the strategic and project management, and has attended many international courses (BBDO University, Omnicom Boot camp, etc..).

Currently he also teaches marketing communications at the University of Economics Prague and internal communications at FVS Charles University.

Tomas is the founder of several non-profit organizations such as the Institute of Internal Communication, Marketing Institute and the Association for the support and education for people who care for mentally disabled children - Už ti rozumím!

## José Luís Cavalheiro



After 40 years of PR activity José Luís Cavalheiro work as a Corporate Communication consultant at News Ability Comunicação, where he develop his professional activity as responsible for the communication policy at Germano de Sousa Pathologist Clinic Group, Halcon Viagens Portugal and F. Lima – Food industry and hygienic household products. He is also an invited teacher of Public Relations and Corporate Communication at the School of Social Communication of the Polytechnic Institute of Lisbon.

## Anja Potočnik



Anja Potočnik is a public relations specialist with SIJ – Slovenian Steel Group. She is a chief editor of the SIJ group's internal magazine, she handles media relations, corporate events, web presence etc.

In addition, Anja is an active member of PRSS (Public Relations Association of Slovenia) especially in its section for internal communications. From 2008 she has been heading the organizational committee of "Papyrus" – competition for the best Slovenian internal magazine.

Previously, Anja Potočnik worked as public relations specialist with The Institute of Public Health of Ljubljana and with the financial newspaper "Finance" as journalist and in the marketing department.

Anja Potočnik obtained her B.A. in Communication Science from The Faculty of the Social Sciences in Ljubljana, Slovenia.

## Mark Hill



Mark Hill is a highly experienced internal communications consultant. He specialises in helping businesses maintain employee engagement during complex change programmes.

Following an early career in public relations, including senior roles in a London PR consultancy, Mark had a in-house career that saw him head corporate communication teams at cable tv supplier Telewest, the UK Post Office and AXA Life. Mark then became an independent internal communications consultant and today he supports clients predominantly in the Financial Services sector.

Until recently a board director at the Institute of Internal Communication Mark is closely involved with the Institute's accreditation programme and is an assessor for candidates taking the Advanced Level Accreditation. He holds a post graduate qualification in Internal Communication Management from Kingston University.

When not working Mark enjoys family life and can often be seen around his home town on his motorcycle.

## Martin Onofrej



Consultant and entrepreneur. Martin's expert knowledge has its roots in his previous work for publishing companies and advertising agencies in Belgium. He is the founder and CEO of PMP Group, a networked group of agencies, which provides communication services and consulting for companies in the Central European region.

Martin got his MBA at Nottingham Business School, Nottingham Trent University. He is also an alumnus of Melcrum's Internal Communication Black Belt Program at Cranfield University in England. During his career he also attended many specialised courses, including Berlitz Global Leadership Training in Shanghai, China.

His expertise and work focuses on strategy development and implementation, marketing communications, crisis communication, reputation management, employer branding and internal communications.

Martin is the founder and president of AICO - The Association for Internal Communications, a non-profit organization based in Slovak Republic.

\* already confirmed. judges from other countries will be confirmed shortly.

## 2015 FEIEA Grand Prix Director



Carlos Manuel de Almeida

FEIEA's Secretary General

Av. do Brasil, 35 - 1º B

1700-062 Lisboa - Portugal

cm.almeida@feiea.eu

**The Pan-European Jury will meet for the final round of judging in Lisbon from the 9th until the 11th of October 2015.**

# CLASS BY CLASS

*what the judges look for*

*Awards will be presented at  
the FEIEA Grand Prix Award  
Ceremony that will be held in  
Rome (Italy) on the 16th of  
November 2015*



# BEST INTERNAL COMMUNICATION STRATEGY

## Class 1

Strategy

Copyright FEIEA 2015

### This category is for:

- Strategy for an internal communication project/campaign/programme (eg. event, anniversary, conference, values, health & safety, benefits).

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- The strategy should be consolidated in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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), the quality of the idea, creativity of the solution and originality.

### 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?.

# BEST CHANGE COMMUNICATION STRATEGY – INTERNAL

## Class 2

Strategy

Copyright FEIEA 2015

### This category is for:

- Strategy for change communication that supports organisational change and delivers a clear message to employees.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- The strategy should be consolidated in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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), the quality of the idea, creativity of the solution and originality.

### 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?.

# BEST MULTI-NATIONAL COMMUNICATION STRATEGY – INTERNAL

## Class 3

Strategy

### This category is for:

- Strategy that reaches out to a multi-national audience.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- The strategy should be consolidated in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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), the quality of the idea, creativity of the solution and originality.

### 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?.



# BEST MULTI-LANGUAGE PUBLICATION – INTERNAL

## Class 4

Print

Copyright FEIEA 2015

### This category is for:

- A regular publication or a single publication printed in more than one European language.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- One copy of each publication to be sent to the national association (please see pages 7 and 8);
- Three copies of each publication to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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;
  - clarity.
- Open communication about issues facing the organisation;
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate);
- Creativity;
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations;
  - typography;
  - use of colour.
- Evaluation (methodology).

# BEST INTERNAL MAGAZINE

## Class 5

Print

Copyright FEIEA 2015

### This category is for:

- A regular publication produced three or more times a year with more feature content than news stories. Likely to have a pictorial front cover.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- One copy of each magazine to be sent to the national association (please see pages 7 and 8);
- Three copies of each magazine to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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;
  - clarity.
- Open communication about issues facing the organisation;
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate);
- Creativity;
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations;
  - typography;
  - use of colour.
- Evaluation (methodology).

# BEST INTERNAL NEWSPAPER

## Class 6

Print

Copyright FEIEA 2015

### This category is for:

- A regular publication produced three or more times a year with more news content than features.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- One copy of each newspaper to be sent to the national association (please see pages 7 and 8);
- Three copies of each newspaper to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### 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;
  - clarity.
- Open communication about issues facing the organisation;
- An inclusive approach that reflects employee opinions as well as the organisation's own perspective (where appropriate);
- Creativity;
- Attractive design/layout, with specific reference to:
  - use of photographs and illustrations;
  - typography;
  - use of colour.
- Evaluation (methodology).

# BEST PHOTOGRAPH INTERNAL CHANNEL

## Class 7

*Visual*

### **This category is for:**

- Photograph used in a printed publication or channel.

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- The photo Should be sent in one PDF;
- Three copies of each publication where the photo was used to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the reason of the photo.

### **The judges give points for:**

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

# BEST FRONT COVER INTERNAL CHANNEL

## Class 8

*Visual*

Copyright FEIEA 2015

### **This category is for:**

- Cover of a printed publication or channel.

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- The cover Should be sent in one PDF;
- Three copies of each publication where the cover was used to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the cover.

### **The judges give points for:**

- Strong impact;
- Relevance/appeal to the target audience;
- Effectiveness;
- Quality of the image/graphics/design;
- Selection and creative use of images;
- Use and presentation of text and cover lines;

# BEST CARTOON / ILLUSTRATION / GRAPHIC IMAGE INTERNAL CHANNEL

Class 9

*Visual*

Copyright FEIEA 2015

## **This category is for:**

- Cartoon, illustration, graphic image used in an internal publication or channel.

## **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

## **Documents to be submitted for the judgment process:**

- The Cartoon, illustration, graphic image used in an internal publication or channel Should be sent in one PDF;
- Three copies of each publication where the Cartoon, illustration, graphic image was used to be sent to FEIEA's Back-Office at: 2015 FEIEA Grand Prix, Av. do Brasil, 35 - 1º B, 1700-062 Lisboa, Portugal
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the Cartoon, illustration, graphic image.

## **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.

# BEST DIGITAL COMMUNICATION INTERNAL

## Class 10

*Digital*

### **This category is for:**

- Electronic channels such as magazine, mobile, microsite that offers content online for internal audiences.

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- Submit one or more links and interactive features working. If necessary, please provide any special instructions for viewing.
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### **Note:**

- If the judges cannot access the digital communication due to the fact that the entry is supported by print-screens, flowchart and any other graphical information about the electronic communication , it will be re-classified in a Print Class;

### **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);
- Creativity;
- Design;
- Evaluation (methodology);

# BEST INTRANET

## Class 11

*Digital*

### **This category is for:**

- Intranet site for internal audience.

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- Submit one or more links and interactive features working. If necessary, please provide any special instructions for viewing.
- If the judges cannot access the digital communication, the entrant must send print-screens, flowchart and any other graphical information about the electronic communication that should be consolidated and sent in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### **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);
- Creativity;
- Design;
- Evaluation (methodology).



# BEST AUDIO-VISUAL INTERNAL

## Class 12

*Digital*

### **This category is for:**

- Audio visual channel to an internal audience using sound and images (eg: video, tv, PowerPoint, slides).

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- Submit one or more files with the audio-visual material. If necessary, please provide any special instructions for viewing.
- If the judges cannot access the digital communication, the entrant must send print-screens, flowchart and any other graphical information about the audio-visual material that should be consolidated and sent in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### **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;
- Creativity;
- Evaluation (methodology).

# BEST USE OF SOCIAL MEDIA INTERNAL

## Class 13

*Digital*

### **This category is for:**

- A channel that engages internal audiences in conversation through social media/enterprise social network and includes tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online.

### **Entry requirements:**

- Complete the online entry form ([CLICK HERE](#));

### **Documents to be submitted for the judgment process:**

- Submit one or more links and interactive features working. If necessary, please provide any special instructions for viewing.
- If the judges cannot access the digital communication, the entrant must send print-screens, flowchart and any other graphical information about the electronic communication that should be consolidated and sent in one PDF;
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### **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), the quality of the idea, creativity of the solution and originality.

### **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?.

# BEST INTERNAL COMMUNICATION EVENT

## Class 14

event

### This category is for:

- Event (eg a conference, roadshow, or employee engagement event) to communicate a business issue internally.

### Entry requirements:

- Complete the online entry form ([CLICK HERE](#));

### Documents to be submitted for the judgment process:

- The event should be consolidated in one PDF to be sent;
- If necessary submit one or more files with the audio-visual material.
- Background briefing in English - Should be consolidated in one PDF: This document is very important for the judging process. You must justify and explain the rationale for the strategy. Measurement indicators established to evaluate the success of the strategy, are also important to the jury.

### The judges give points for:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation), the quality of the idea, creativity of the solution and originality.

### 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?.

•

Carlos Manuel de Almeida  
**2015 FEIEA Grand Prix Director**  
Av. do Brasil, 35 - 1º B  
1700-062 Lisboa  
Portugal  
+351 96 424 24 28  
cm.almeida@feiea.eu

[www.feiea.eu](http://www.feiea.eu)

