



AWARDS ENTRY PACK

Welcome to the 2022 FEIEA Grand Prix

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Who can enter?

The awards competition is aimed at business communicators with employees or organization members as their main target audience. It is open to anyone involved in internal communication (including companies, associations, government bodies, charitable organizations, universities and other educational institutions, communication agencies and freelancers). Entries are welcome from members and non-members of national associations within FEIEA, and from other communicators across Europe.

FEIEA 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 Grand Prix Director Peter Op de Beeck (email: peter.opdebeeck@feiea.eu) for further details.

How to enter?

It's easy!

- A. Please read the information page for each of the classes you wish to enter;
- B. Complete the online entry form and send supporting documents required;
- C. You will receive a confirmation email
- D. FEIEA or your National Association will issue an invoice;
- E. Please pay the invoice as soon as you receive it and check that payment has been made;
- F. Failing to pay before the shortlist is announced may result in your entry not being considered.

CLOSING DATE FOR ENTRIES: 15 October, 2022

Download the entry form [here](#)

Competition rules:

- Entries must have been produced between June 2021 and June 2022;
- 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 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 what we believe is the correct and most appropriate 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 materials can be returned to entrants;
- All entries and supporting materials are managed and judged with confidentiality;
- Entry fees must be paid by 1 December, 2022.

Entry fees

If you are a member of a national association within FEIEA (AICO, IoIC, ASCAI, vonk, SVIK, PRSS, APCE, and Fikom) you will benefit from a reduced entry fee.



Fee according to FEIEA status:

| | |
|----------------------|-----------|
| Member of FEIEA: | 150 euros |
| Non-member of FEIEA: | 250 euros |

How to pay your entry fees?

You will receive an invoice from your local national association or FEIEA, depending on each association. If your country is not listed above, 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.

Award ceremony and presentations

The FEIEA Grand Prix Award Ceremony will be held in November 2022. The decision on if it will be held virtually or face-to-face will be made over the Autumn. If government guidelines or restrictions prevent us from holding a live event, an online or hybrid alternative will be presented.

Judgement criteria

In evaluation, judges will take into account three major criteria: the **QUALITY**, the **INNOVATION** and the **EFFECTIVITY** of the entries. Each of these are further broken down into sub-criteria which will be evaluated with a score of up to 10 points. The five entries with the highest overall score in each Class will be selected to be part of the pan-European judgement weekend (stage 3) where the final winner will be selected.

Evaluation scale



Evaluation criteria



Judgement Criteria 1: INNOVATION

Up to 30 points

DEFINITION: Innovation is the ability to find new or innovative solutions for solving known or existing issues. For example, new ways of working, smarter organization, innovative services or communication methods. Within Innovation, judges are primarily interested in the following three aspects:

▶ ORIGINALITY:

- How original and/or refreshing is this entry?
- Is it a creative and/or innovative approach that also fits the audience and the business need?

▶ OUT OF THE BOX:

- To what extent is this entry groundbreaking and different from known paths and methods used?
- Can it set an example for other companies? How innovative is it versus other European entries?

▶ CONTRIBUTION TO THE OVERALL INTERNAL COMMUNICATION MIX:

- To what extent this entry adds something extra to the realization of your organization's communication objectives?

Judgement Criteria 2: EFFECTIVITY

Up to 40 points

DEFINITION: Effective communication is targeted communication that proactively describes which target has to be achieved and how. This means that the message is understood by the audience and provokes a reaction. Within Effectivity, judges seek answers to the following topics:

▶ DEVELOPMENT OF OBJECTIVES:

- Are there any objectives set and are they SMART?
- What was the evaluation criteria?
- What measurement was used?

▶ RESULTS (OUTCOME):

- What are the quantitative and qualitative results?
- What changed for the better executing the project?
- What's changed, what has been cancelled or completed as a result?

▶ TRANSPARENCY & SIMPLICITY:

- Did the project reach the target group(s) with the correct messaging?
- Did they understand the communication faster and better?

▶ SUSTAINABILITY:

- Is the result a one shot, or a long-term improvement?
- Is the outcome ratio in line with the set objectives?

Judgement Criteria 3: CREATIVITY

Up to 30 points

DEFINITION: Creativity is the combination of the quality of the project on all areas: technical execution, visual standard and linguistic ability.

▶ **TECHNICAL ASPECTS:**

- How the entry tackles any technical issues/challenges?
- Depending on the medium used: what's the technical quality of the entry (printed material, the video, the channel).

▶ **VISUAL ASPECTS:**

- How detailed and branded is the entry in relation to the images used and the creative creation?
- Has the visual power of the used medium been used to the fullest?
- Does the project fit into the organization brand? Why (not)? What's the reasoning behind?

▶ **LANGUAGE & STYLE:**

- Is the use of language suitable for the audience?
- Is there consistency and uniformity in the messaging on tone of voice, etc.?

SCORING & RANKING

- ▶ All scores on the different criteria add up and result in an overall judging score (with a max of 100)
- ▶ The final score for each entry is the average score of all the judges who can vote for that entry
- ▶ The top five scores per category will be nominated for that category
- ▶ In case of a tie: the cumulated average score on INNOVATION will be taken into account

Our awards classes

This year, the 2022 FEIEA Grand Prix has some updated classes. We are championing the best European entries within two genres: STRATEGY/CAMPAIGNS and CHANNELS.

Genre: STRATEGY & CAMPAIGNS

- Class S1: BEST **OVERALL** INTERNAL COMMUNICATION STRATEGY/CAMPAIGN
- Class S2: BEST INTERNAL COMMUNICATION **CHANGE** STRATEGY/CAMPAIGN
- Class S3: BEST **GAME CHANGING** INTERNAL COMMUNICATION STRATEGY/CAMPAIGN

Genre: CHANNELS

- Class C1: BEST INTERNAL COMMUNICATION **PRINT MAGAZINE/NEWSPAPER**
- Class C2: BEST INTERNAL COMMUNICATION **DIGITAL PLATFORM**
- Class C3: BEST INTERNAL COMMUNICATION **AUDIO-VISUAL PRODUCTION**
- Class C4: BEST INTERNAL COMMUNICATION **CREATIVE VISUAL**
- Class C5: BEST INTERNAL COMMUNICATION **EVENT**



**OPEN NOW
FOR ENTRIES**

To complete our Grand Prix, we have an additional category, which is reserved especially for the **"FEIEA 2022 INTERNAL COMMUNICATION PERSONALITY OF THE YEAR"**. Nominations will be made by national associations within the FEIEA Community. The FEIEA Executive will then evaluate the nominations and select one person to receive this prestigious title.

Genre: STRATEGY & CAMPAIGNS

CLASS: S1

BEST OVERALL INTERNAL COMMUNICATION STRATEGY

This category is for:

all strategies or campaigns for internal communication projects (eg. event, anniversary, conference, strategic initiative, values, health & safety, CSR, benefits) that were designed to achieve or support well defined corporate or organizational goals. We want to know about the campaign planning, to see the audience profile, a description of any known issues and constraints and the rationale for the creative approach and tools that were used.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** This should be in English and include all relevant details to describe the project, with background info, the audience, delivery, evaluation and measurement
- **Supporting documents:** All relevant supporting material (pictures, folders, links to online video or sites)
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Brief explanation of your entry
** to be sent by WeTransfer*

Genre: STRATEGY & CAMPAIGNS

CLASS: S2

BEST INTERNAL COMMUNICATION CHANGE STRATEGY

This category is for:

all IC strategies/campaigns that have supported organizational change and/or introduce new way of working methodologies or practices. This may be either an organizational or a cultural change, or eventually a reaction to specific event or crisis (e.g. Covid-19). You should be able to demonstrate how you have tackled the issue, how you worked with other parts of the organization, and what measures you took in order to be successful.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** This should be in English and include all relevant details to describe the project, with background info, the audience, delivery, evaluation and measurement
- **Supporting documents:** All relevant supporting material (pictures, folders, links to online video or sites)
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Brief explanation of your entry
** to be sent by WeTransfer*

Genre: STRATEGY & CAMPAIGNS

CLASS: S3

BEST GAME CHANGING INTERNAL COMMUNICATION STRATEGY/ CAMPAIGN

This category is for:

championing the fresh thinking in how different communication tools work together. We want to commend ideas that take internal communication and game-changing into new areas, or show new possibilities. The judging is weighted towards fresh thinking and game-changing, but we still want to see how your innovation has emerged from an organizational or corporate priority, and how it has supported that priority. Entries should demonstrate a 'new' way of communicating - this may only be new to the organization rather than the industry, but the entry should detail why it is innovative for the organization. Show how it has changed the way your organization communicates and engages its people.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** This should be in English and include all relevant details to describe the project, with background info, the audience, delivery, evaluation and measurement
- **Supporting documents:** All relevant supporting material (pictures, folders, links to online video or sites)
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Brief explanation of your entry
** to be sent by WeTransfer*

Genre: CHANNELS

CLASS: C1

BEST INTERNAL COMMUNICATION PRINT MAGAZINE/NEWSPAPER

This category is for:

any regular publication with a minimum of 3 issues per year. This channel/publication will consist mainly of news and can also contain some longer feature stories.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** This should be in English and the internal magazine/newspaper should be summarized and include all relevant details with background info, the audience, delivery, evaluation and measurement
- **Supporting material. (pdf of max. 10 pages):** All relevant supporting material (pictures, folders, links to online video or platforms) together in one supporting document
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Explaining the entry
- **One digital copy of each magazine/newspaper** (in PDF – min. 3 different issues of the magazines / newspapers)
- **Five hard copies of min. 3 print magazines/newspapers** (to be sent to FEIEA's Grand Prix Director at: Mr. Peter Op de Beeck, 2022 FEIEA Grand Prix, Kegelstraat 11, 2590 Berlaar (Belgium)

** to be sent by WeTransfer*

JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Existence of a defined editorial plan that meets defined organizational objectives
- Good content that meets the needs of its target audience with consistent messages across all issues
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader: appropriate style for the target audience, clarity
- Open communication about issues facing the company/organization
- Attractive design/layout, with specific reference to: use of photographs and illustrations, use of color etc.
- Effectiveness evaluation (methodology).

Genre: CHANNELS

CLASS: C2

BEST INTERNAL COMMUNICATION DIGITAL PLATFORM

This category is for:

all digital channels offering electronic, online content for internal audiences. Various digital formats such as intranet, apps, microsites or other regular digital publications that are delivered online, varying from continuously updated platforms to regular digital publications, led by news stories (text and images) and designed to provide information in a digestible way. You'll need to show us how it has helped enhance organizational performance, or solved a problem in your organization, or perhaps enabled new ways of working.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** The digital platform should be summarized describing the project, and include all relevant details with background info, the audience, delivery, evaluation and measurement
- **Supporting material. (pdf of max. 10 pages):** All relevant supporting material (pictures, folders, links to online video or platforms) together in one supporting document
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Explaining the entry
- **A qualitative link to the online channel with login/password for the judges for the whole of the judging period (16 October to 29 October)** so they can see the digital platform 'in action'

** to be sent by WeTransfer*

JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Good content that meets the needs of its target audience
- Good headlines and captions: quality of writing, appropriate style for the target audience
- Good use of hyperlinks and supporting text
- Ease of navigation and reading on-screen
- Attractive design/layout, with specific reference to use of photographs and illustrations, typography, use of color
- Good use of interactive features
- An inclusive approach that reflects employee opinions as well as the organization's own perspective (where appropriate)
- Effectiveness evaluation (measurement)

Genre: CHANNELS

CLASS: C3

BEST INTERNAL COMMUNICATION AUDIO-VISUAL PRODUCTION

This category is for:

any form of audio or video communication, from one-off films to regular podcast series. We'll want to know why you have chosen this particular tool, how it contributes to the overall company objectives, and how you measured its success.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** The photograph should be summarized describing the project, and include all relevant details with background info, the audience, delivery, evaluation and measurement
- **Supporting material. (pdf of max. 10 pages):** All relevant supporting material (pictures, folders, links to online video or platforms) together in one supporting document
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Explaining the entry
- **A link to the audio-visual production with accessible login/password for the judges for the whole of the judging period (18 September to 30 October)**

* to be sent by WeTransfer

The judges must be able to access a working version of the audio-visual. In the unlikely case that the judges cannot access, the entrant must send explanatory print-screens, flowchart and any other graphical information about the electronic communication that should be consolidated and sent in one PDF.

JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- 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
- Effectiveness evaluation (measurement)

Genre: CHANNELS

CLASS: C4

BEST INTERNAL COMMUNICATION CREATIVE VISUAL

This category is for:

any specific image, illustration, cartoon, photograph or infographic, which is striking and encapsulates what is being communicated – this class includes covers, imagery, posters, infographics, etc... You can enter either a single image or a small portfolio of images.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** The story around this creative visual should be summarized describing the project, and include all relevant details with background info, the audience, delivery, evaluation and measurement
- **Supporting material. (pdf of max. 10 pages):** All relevant supporting material (pictures, folders, links to online video or platforms) together in one supporting document
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Explaining the entry
- **A hard copy of each entered image or a qualitative link to the online channel** where it was used (accessible throughout the judging period). Send any hard copies to Mr. Peter Op de Beeck, FEIEA Grand Prix Director, Kegelstraat 11, 2590 Berlaar (Belgium)

** to be sent by WeTransfer*

JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

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

Genre: CHANNELS

CLASS: C5

BEST INTERNAL COMMUNICATION EVENT

This category is for:

all internal events (e.g. a conference, roadshow, or employee engagement event) used to communicate a particular business issue internally, or to engage and motivate the employees. We want to hear about the overall objective and how the event was planned to meet it. Tell us also about the audience, whether that is an employee audience or for members/stakeholders, what you did, how well it worked and the impact it had.

Entry requirements:

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

What you should submit for the judgment process:

- **Entry statement (max. 1,000 characters including spaces):** This should be in English and the internal magazine/newspaper should be summarized and include all relevant details with background info, the audience, delivery, evaluation and measurement
- **Supporting material. (pdf of max. 10 pages):** All relevant supporting material (pictures, folders, links to online video or platforms) together in one supporting document
- **Entry photo HD (JPG):** The photo that will be used if necessary to promote or to present your entry
- **Entry video link Hi-resolution (up to 140 seconds)*:** Explaining the entry

** to be sent by WeTransfer*

JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- 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
- The optimal ratio of the involved resources (manpower, financial) versus the outcome of the event organized versus the long-term strategy or other specific objectives.
- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organization?
- Did the entry clearly define the nature of the intended audience, and
- How effectively was the event organized, and how well did the organizers 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?

SPECIAL GENRE: PEOPLE

CLASS: P1 TO BE ENTERED BY FEIEA'S NATIONAL ASSOCIATIONS

FEIEA 2022 INTERNAL COMMUNICATION PERSONALITY OF THE YEAR

This category:

builds further upon the traditional FEIEA Honor Diplomas.

Every national association can nominate their candidates for an Honor Diploma. This award is given to the best candidate amongst the proposed Honor Diplomas.

Any IC professional who lives and breathes internal communication is eligible. We are looking for a passionate advocate, someone that embodies the true internal communication spirit and who demonstrates excellence.

Every national association is invited to nominate candidates for the FEIEA Honor Diplomas; someone they believe has made a real difference through their delivery of IC. It could be an exceptional leader, influencer or technical specialist but he/she must have demonstrated real impact.

It's the prerogative of the FEIEA Exec to choose the IC Professional of the Year out of this group of nominees.

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



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www.feiea.eu

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