



Award for Excellence in Communication Consulting Call for Proposals

**Sponsored by the Association of Professional Communication Consultants (APCC)
in affiliation with the Association for Business Communication (ABC)**

Purpose

The Award for Excellence in Communication Consulting honors the impact of effective professional communication consulting on the corporate, government, and nonprofit worlds. The award also acknowledges the contribution of communication consultants to the ABC community.

Eligibility Criteria

The winner must be a member of ABC and must either be a full-time consultant or show evidence of significant part-time consulting. Student projects completed as coursework or as a degree requirement are not eligible. Projects completed as "work for hire" must produce permission from the owner to be submitted.

Awards

APCC sponsors one award per year for projects developed within three years of the award year (e.g., a project completed in 2012, 2013, or 2014 would qualify for an award in 2015). The award will be presented during the 2015 ABC international conference in Seattle (October 28-31, 2015). The winner is invited to attend, although he/she does not have to be present to accept the award.

The winner will receive a check for \$1,500, a free registration to the 2016 ABC international conference, and an opportunity to present the project at that conference. The winner will also be invited to be a member of the 2016 award evaluation committee.

APCC may present the award in one of three categories: writing, training, and electronic media.

Excellence in Writing

For outstanding writing or revision of a professional document for a client. The entry will be judged on:

- Appropriateness for purpose and intended audience
- Clarity, completeness, and logical development
- Readability
- Conciseness
- Mechanical correctness
- Document design, if applicable

To apply, complete the nomination form, include a resume, provide a copy of the original (and revised, if applicable) document, and provide a 1-2 page narrative that addresses:

- Client's assignment
- Writing process
- Difficulties or challenges
- Solutions to problems or challenges
- Significance of the document, its merits, and the contribution it makes to the profession, industry, or organization it serves

Excellence in Training

For designing and conducting outstanding communication training in the workplace.

The entry will be judged on:

- Appropriateness for purpose and intended audience
- Degree of customization
- Measurable learning objectives
- Responsiveness to client need, including measureable impact
- Efficient and effective delivery
- Creative use of media, if appropriate

To apply, complete the nomination form, include a resume, and provide a 1-2 page narrative that addresses:

- Overall plan of the training program, its purpose, scope, and intended audience
- The merits of the program; its effectiveness; and the contribution this training makes to the profession, industry, or organization it serves
- Supporting documentation such as sample training materials, evaluations, pre- or post-test summaries, participant statements, and client testimony

University, college, community college, and training school courses are not eligible in this category. However, professional development and contract community workshops are eligible. In addition, e-learning courses designed by the consultant are eligible.

Excellence in Electronic Media

For a superior electronic communication project that is characterized by outstanding writing, appealing graphics and/or video, and ease of use. Projects may include a web site, social media project, or online campaign (to build awareness, promote a product, manage a crisis, etc.).

Projects will be judged on these characteristics:

- Overall quality of writing
- Overall integration of graphics and visual communication
- Basic usability
- Navigation system, including presence of search, indexes, etc. as necessary
- Use of color, font variety, space and other design features
- Consistency of design
- Efficiency of use and user control
- Relevant support materials, evidence of measures of success, and actual success of the initiative

To apply, complete the nomination form, include a resume, provide a link to the electronic project and/or provide a copy of the original document, and a submit 1-2 page narrative that addresses:

- Overall plan of the project, including its purpose, scope, and intended audience
- Development process, any difficulties or challenges, and solutions to problems
- The merits of the project; its effectiveness; and the contribution this project makes to the profession, industry, or organization it serves
- Supporting documentation such usability test results, user testimony, and client statements

Application procedures

Applicants can be nominated by others or may self-nominate.

The application package is due to the Evaluation Committee Chair Barbara Shwom (bshwom@northwestern.edu) by August 15, 2015.

Submit the nomination form and all supporting materials as a PDF portfolio or an e-Portfolio. For an e-Portfolio, the cover letter/statement must include both the URL and clear directions about accessing the content. Please limit the number of PDF portfolio pages to 30, with e-Portfolio content an equivalent volume.