

## **Call for Nominations**

### **Award for Excellence in Communication Consulting**

**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. Members of the evaluation committee and past award winners are not eligible to receive an award. Student projects completed for coursework or as a degree requirement are also 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 a consulting project in one of three categories: **writing, training, or electronic media**. The project must be completed within three years of the award year (e.g., a project completed in 2017, 2018, or 2019 would qualify for an award in 2020). The award will be presented during the annual ABC international conference. Winners are invited to attend, although they do not have to be present to accept an award. The winner will receive a check for \$1,500, a free registration to the 2021 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 2021 award evaluation committee.

Criteria and application materials for each category are described below.

#### **Excellence in Writing**

For either (1) outstanding writing or revision of a professional document for a client or (2) outstanding writing of a published, communication-related book that is intended for a public audience. Books primarily intended as academic textbooks are not eligible for this award. 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 and provide (1) a resumé that includes evidence of your consulting experience, (2) a copy of the original (and revised, if applicable) document, and (3) a 1-2 page narrative that addresses:

- Client's assignment or purpose for publishing
- 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.

For books written for publication, please submit a PDF of the entire book and indicate which 50 pages you would like reviewed.

### **Excellence in Training**

For designing and conducting a specific, outstanding communication training program 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 and provide a

(1) a resumé that includes evidence of your consulting experience and

(2) a 1-2 page narrative that addresses:

- Title of the program and name of client organization
- Overall plan of the training program, its purpose, scope, and intended audience
- Merits of the program; its effectiveness; and the contribution this training makes to the profession, industry, or organization it serves

(3) substantial supporting documentation such as sample training materials, examples or explanations of effective delivery techniques; pre- or post-test summaries; evaluations; participant statements; and client testimony

With substantial supporting materials, a complete application package in this category may be up to 30 pages long.

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 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 and provide (1) a resumé that includes evidence of your consulting experience, (2) a link to the electronic project and/or a copy of the original document, and (3) a 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
- Merits of the project; its effectiveness; and the contribution this project makes to the profession, industry, or organization it serves
- Supporting documentation such as usability test results, user testimony, and client's or reviewers' statements

### **Application procedures**

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

The application package is due to the Evaluation Committee chair named on the nomination form by August 24 for awards given at the ABC conference in October.

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 portfolio pages to 30. Entries for the Writing Excellence award may be longer; however, the committee will read only 50 pages of the nominated document.

### **Evaluation and notification process**

The Evaluation Committee will consist of three previous members of the APCC Board of Directors and one or more members of ABC (ideally, a member of the ABC Consulting SIG). The award winner will be invited to serve on the next year's committee.

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The chair of the Evaluation Committee will review each submission and immediately acknowledge receipt of a successful application or need for additional material via email to the nominator (and nominee if different).

Committee members will independently review the applications and credentials of each nominee and consult with the other committee members to determine the winner using the criteria outlined above. When the winner is selected, the chair of the Committee will share the information with ABC's Executive Director and will notify the winner.