



## 2008 INSPIRE AWARDS™ INTERNAL COMMUNICATIONS COMPETITION

**ENTRY DEADLINE:  
FEBRUARY 27, 2009**

With Extension Fee: **March 6, 2009**

"All of us here think that this is the best-organized competition we've ever experienced. Thanks for your hard work!"

# CALL FOR ENTRIES

## 8 OF THE TOP 10 FORTUNE 500 FIRMS HAVE JOINED LACP COMPETITIONS

### Those in the Top 100 Include:

Exxon Mobil (1) · Wal-Mart (2)  
Chevron (4) · Ford Motor (5)  
GE (7) · Citigroup (8) · AIG (9)  
IBM (10) · H-P (11)  
Bank of America (12)  
Home Depot (14)  
McKesson (16) · Verizon (18)  
Altria (20) · State Farm (22)  
P&G (24) · Dell (25)  
Boeing (26) · Costco (28)  
Pfizer (31) · J&J (32)  
MetLife (35) · WellPoint (38)  
AT&T (39) · Time Warner (40)  
Lowe's (42) · United Tech. (43)  
Walgreen (45) · Wells Far. (46)  
Intel (49) · Lockheed (52)  
Motorola (54) · Caterpillar (55)  
Archer Daniels Midland (56)  
Allstate (58) · Sprint Nextel (59)  
Lehman (62) · Disney (63)  
Prudential (64) · Sysco (68)  
American Express (69)  
DuPont (73) · Johnson Co (75)  
Delphi (77) · Hartford (78)  
Tyson Foods (80) · Cisco (83)  
HCA (84) · Federated (87)  
Coca-Cola (89) · Aetna (91)  
MassMutual (92) · Abbott (93)  
Comcast (94) · Merck (95)  
Raytheon (97) · Nationwide (98)  
Washington Mutual (99)

...and many, many more!

**NEW FOR 2009**  
**FREE HOSTING OF  
WINNING ENTRIES**  
A \$100 Value

**ALSO NEW FOR 2009**  
**SMARTCHOICE PROTECTION:**  
**FULL REFUND AVAILABILITY**  
Learn More at [www.lacp.com/sc](http://www.lacp.com/sc)

Winter 2009

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2008 Inspire Awards, the nation's most trusted and popular Internal and Employee Communications Competition.

From **Aetna to Wells Fargo, Toyota to Sony**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, more than 550 competed in the Inspire Awards last year alone.

**Here's your chance to earn recognition for your hard work in communications.** The 2008 Inspire Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2008 Inspire Awards Competition is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The **Call for Entries ends February 27, 2009.** (March 6 with late fee.) So don't delay; be sure to submit your entry today!

Best of luck,

Christine Kennedy  
LACP Competition Director

## BY THE NUMBERS

- **550** Total number of entries last year.
- **50** Number of top entrants ranked.
- **26** Number of categories in which to win.
- **25** Percent of entries honored.
- **5** Number of agencies recognized as the year's very best.
- **0** Number of competitions more esteemed than the Inspire Awards.



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# 2008 INSPIRE AWARDS

## INTERNAL COMMUNICATIONS COMPETITION

# QUESTIONS AND ANSWERS

### WHEN MUST I HAVE CREATED MY MATERIALS FOR THIS COMPETITION?

Communications materials must have either been developed or disseminated during 2008. Materials developed and/or disseminated after March 31, 2007 and still utilized through part of 2008 are also eligible.

**HOW SHOULD I SUBMIT MY ENTRY?** Entry materials can be submitted in both hard- and soft-copy formats. Acceptable soft-copy formats include PDFs, HTML, and Word documents submitted on CD-ROM, DVD, or Flash memory card/drive. Contact us if you need to use an alternative entry medium. Cover letters are welcome but not required. Only one copy of the materials being judged needs to be provided. Materials can be returned upon request; shipping fees will apply.

**HOW DOES JUDGING OCCUR?** Award results are based on the judging of submissions within peer-level competition classes. Competition classes are established to create the most level playing field possible between entries. They are determined according to company size, annual revenue, and other pertinent factors included on the entry form.

Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score, based on a 100-point scale, is then determined by summing the results of these criteria. The Competition Scorecard, provided to each entrant, presents details plus the scores earned. The entry with the highest total score within its competition class is presented with the Platinum Award. The entries with the second-, third-, and fourth-highest total scores within their competition class garner the Gold, Silver, and Bronze Awards, respectively. In the event of a tie, multiple awards are distributed per award level. Honors are earned by entries not scoring within the top four award levels of any given competition class but achieving a minimum score of 85. Top 50 awards are given to the highest-overall scoring entries (no ties).

**DO I HAVE TO BE BASED IN THE UNITED STATES IN ORDER TO ENTER?** Non-U.S. based organizations are welcome to apply. There is no limitation on the geographical location of any organization entering LACP's 2008 Inspire Awards Competition.

**DO I HAVE TO BE AN LACP MEMBER TO ENTER?** Not at all. Non-members are welcome. Judges never know whether the entry they're judging is from a member.

**SHOULD I INCLUDE A COVER LETTER?** While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics. Approximately half of all entries include cover letters.

**HOW DO COMPETITION CATEGORIES WORK?** All entrants are required to enter the Overall category—this is where the heart of competition takes place primarily among organizations of similar size and means. If you believe your entry stands out in any of the other competition categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion.

**ARE LATE ENTRIES ACCEPTED?** Traditionally, entries must be mailed by February 27, 2009. However, the deadline is extended until March 6, 2009 with a \$50 extension/late fee.

**HOW IMPORTANT IS IT THAT MY ENTRY BE ACCURATE?** We assume your entry form is 100% accurate and will use the spellings and style you designate on any award materials you may receive. Demographics requested on the competition entry form, e.g. company size and revenue information, are submitted by entrants on the honor system. Agencies submitting entries on behalf of a client should submit demographic information representative of their customer rather than of themselves. In some cases, LACP will verify demographic data via third-party sources.

### HOW TO ENTER IN THREE EASY STEPS

- 1) Build Your Entry.** Select one or more editions of your newsletter, magazine or other communications materials for judging. Multiple copies of the same edition do not need to be provided. Please avoid stapling or paper-clipping anything to the front cover of your publication since all entries will be scanned.
- 2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.
- 3) Mail Your Entry.** You're done! Entries must be postmarked by deadline.



### IMPORTANT DATES

- |                           |   |
|---------------------------|---|
| <b>February 27, 2009:</b> | Deadline to mail entries.               |
| <b>March 6, 2009:</b>     | Deadline to mail entries with late fee. |
| <b>March 23, 2009:</b>    | Winners announced online; kits FedExed. |

#### LEGAL INFORMATION

Fortune and Fortune 1000 are registered trademarks of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs.



# League of American Communications Professionals

11622 El Camino Real, Suite 100 • San Diego, CA 92130

## 2008 INSPIRE AWARDS INTERNAL COMMUNICATIONS COMPETITION ENTRY FORM

**INSTRUCTIONS:** Simply complete this entry form and submit it along with one set of communications materials to be judged and, optionally, a one- or two-page cover letter summary. Materials should be mailed to LACP at the above address by Feb. 27, 2009 (Mar. 6 with \$50 late fee). Agencies are welcome to submit entries on their clients' behalf. Winners will be announced Mar. 23, 2009 at [www.lacp.com](http://www.lacp.com) and via FedEx.

ENTRY FORM

### 1 COMPANY SIZE (AGENCIES: SIZE OF CLIENT ORGANIZATION)

- Up to 100 employees     100 - 1,000 employees     1,000 - 10,000 employees     10,000+ employees

### 2 GROSS REVENUE (AGENCIES: REVENUE OF CLIENT ORGANIZATION)

- Up to \$10 million     \$10 - \$100 million     \$100 million - \$1 billion     \$1+ billion

### 3 PROJECT NAME: \_\_\_\_\_

### 4 PROJECT FREQUENCY

- Daily     Weekly     Bi-Weekly/Semi-Monthly     Monthly     Bi-Monthly     Quarterly     Other:

### PRIMARY AUDIENCE

- Employees     Customers     Community     Members     Partners/Affiliates     Other:

### PROJECT FORMAT

- Print     Web/E-Mail/Electronic     Video

### 5 COMPETITION CATEGORIES (SEE Q&A ON PAGE 2 FOR DETAILS)

**OPTION A: ENTER ALL COMPETITIONS, RECEIVE ALL RESOURCES/SERVICES & SAVE 40% (CHECK  HERE & COMPLETE ONLY 9-10) ... \$ 400**

**OPTION B: PICK ENTRY CATEGORIES, RESOURCES & SERVICES A LA CARTE (COMPLETE ALL STEPS BELOW, 9-10)**

Overall Entry Fee—Required\* (Save \$25 by delivering your entry and paying in full by February 13). . . . . \$ 250

#### OPTIONAL: SPECIAL ACHIEVEMENT CATEGORIES

- |   |  |
|---|--|
| <input type="checkbox"/> Best Visual Design . . . . . \$ 25     | <input type="checkbox"/> Most Improved (include sample of previous edition) . . . . . \$ 25      |
| <input type="checkbox"/> Best Narrative Content . . . . . \$ 25 | <input type="checkbox"/> Best Debut (new or re-designed, less than one year old) . . . . . \$ 25 |
| <input type="checkbox"/> Most Creative . . . . . \$ 25          | <input type="checkbox"/> Most Inspirational . . . . . \$ 25                                      |
| <input type="checkbox"/> Most Engaging . . . . . \$ 25          | <input type="checkbox"/> Best In-House Materials (50%+ Developed In-House). . . . . \$ 25        |
|   | <input type="checkbox"/> Best Agency Materials (50%+ Developed by Agency) . . . . . \$ 25        |

### 6 LACP WINNERS' GALLERY

- Yes, should my communications materials win an award, please include it in the online gallery and for related promotional use . . . . . FREE
- No thanks, please list only my company name . . . . . FREE

#### OPTIONAL: EXPRESS NARRATIVE EVALUATION SERVICES — SPECIAL OFFER

Yes, return a marked-up edition of my materials with feedback and best practices tips ([learn more at www.lacp.com/evaluation](http://www.lacp.com/evaluation)) . . . . . \$ 100

### 7 TOP 50 PARTICIPATION

- Yes, please consider my entry for the Top 50 Internal Communications Materials of 2008. . . . . FREE
- No thanks, please don't consider my entry . . . . . FREE

#### OPTIONAL: LACP MEMBERSHIP & PR TOOLS 2008 BUNDLE — SAVE 20%

Yes, please provide me with a one-year LACP membership and access to a downloadable edition of PR Tools 2008 . . . . . \$ 125

### 8 NEW: COMMUNICATORS' CHOICE AWARD PARTICIPATION (SEND PDF TO [INSPIRE@LACP.COM](mailto:INSPIRE@LACP.COM))

- Yes, please post a PDF of my publication online for award consideration. I understand others will view and vote for my publication. . . . . FREE
- No thanks, please don't consider my entry . . . . . FREE

### 9 ORGANIZATION & AGENCY INFORMATION

Company: \_\_\_\_\_ Company Ticker Symbol: \_\_\_\_\_ Company URL: <http://> \_\_\_\_\_

Agency: \_\_\_\_\_ Agency URL: <http://> \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact is with:  Company  Agency

Contact Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### 10 METHOD OF PAYMENT (Visa/Mastercard/American Express/Discover Accepted. Invoice Terms: Net 30)

Credit Card:           Exp:   Signature: \_\_\_\_\_

Check (enclosed, payable to LACP)     Bill Me/Certificate Redemption (Certificate Code/PO Number, if necessary: \_\_\_\_\_)

#### MAILING CHECKLIST

- One copy of your competition materials.
- (Optional) A cover letter/summary elaborating on the development, distribution, and utilization of the communications materials
- (Optional) A PDF edition of your competition materials on CD/memory card for online hosting in the Communicators' Choice competition and/or Winners' Gallery.
- Payment details. **\*\*\* Overnight deliveries can be addressed to the attention of Christine Kennedy**

\* Submissions from outside the U.S. are subject to a surcharge to cover international FedEx shipping costs. The fee is only for the first submission. (\$25 Canada, \$50 Western Europe/Asia, \$75 for E. Europe, Middle East, Africa.)



# 2008 INSPIRE AWARDS

## INTERNAL COMMUNICATIONS COMPETITION

**Gain the recognition you've earned.**

**Why the 2008 Inspire Awards is the Best Yet.**

**Statuettes Recognize Platinum Award Winners**

- Custom-Engraved to Recognize Your Accomplishment

**Full-Blown Results Kits**

- 12+ Pages of Competition Coverage & Individual Metrics

**Online Winner's Gallery**

- The Most Extensive : Profiles on Each Winning Submission

**Award Certificates for All Honorees**

- Designed for Framing, Embossed with Gold Seal

**Downloadable Winner's Logos**

- Always Accessible and Ready for Print or Web Production



**SmartChoice Protection**  
 New for 2009: Enjoy the Security of Full Refund Availability. Learn More at [lACP.com/sc](http://lACP.com/sc)

MORE THAN 550 ENTRIES LAST YEAR

...and many more!

Membership Publications

Organizational E-mails

Executive Communications

Internal Videos

Customer Magazines

Employee Newsletters

25+ entry categories:

**Enter the Nation's  
 Premier Employee & Internal  
 Communications Competition!**

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**INTERNAL COMMUNICATIONS  
 INSPIRE AWARDS  
 2008  
 COMPETITION**



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