



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

**2009
INSPIRE AWARDS™
INTERNAL COMMUNICATIONS
COMPETITION**

**ENTRY DEADLINE:
FEBRUARY 19, 2010**
With Extension Fee: **March 5, 2010**

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 2010
FREE BEST PRACTICES REPORT DOWNLOAD**
Learn More Inside

Winter 2010

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2009 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 400 competed in the Inspire Awards last year alone.

Here's your chance to earn recognition for your hard work in communications. The 2009 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 2009 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 19, 2010.** (March 5 with late fee.) So don't delay; be sure to submit your entry today!

Best of luck,

Christine Kennedy

Christine Kennedy
LACP Competition Director

BY THE NUMBERS

- **400** 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.





2009 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 2009. Materials developed and/or disseminated after March 31, 2008 and still utilized through part of 2009 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 2009 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 19, 2010. However, the deadline is extended until March 5, 2010 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

- | | |
|---------------------------|---|
| February 19, 2010: | Deadline to mail entries. |
| March 5, 2010: | Deadline to mail entries with late fee. |
| March 22, 2010: | 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

2009 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. 19, 2010 (Mar. 6 with \$50 late fee). Agencies are welcome to submit entries on their clients' behalf. Winners will be announced Mar. 22, 2010 at 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
- Partners/Affiliates
- Community
- Members
- Alumni
- Other: _____

PROJECT FORMAT

- Print
- Web/E-Mail/Electronic
- Video

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

OPTION A: ENJOY ALL* COMPETITIONS, RESOURCES AND SERVICES LISTED BELOW—A 50% SAVINGS (CHECK HERE & GO TO 9)..... \$ 300

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

Overall Entry Fee—Required** \$ 175

OPTIONAL: SPECIAL ACHIEVEMENT CATEGORIES

- Best Visual Design \$ 35
- Best Narrative Content \$ 35
- Most Creative \$ 35
- Most Engaging \$ 35
- Most Improved (include sample of previous edition) \$ 35
- Best Debut (new or re-designed, less than one year old) \$ 35
- Most Inspirational \$ 35
- Best In-House Materials (50%+ Developed In-House) \$ 35
- Best Agency Materials (50%+ Developed by Agency) \$ 35

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)) \$ 150

7 TOP 50 PARTICIPATION

- Yes, please consider my entry for the Top 50 Internal Communications Materials of 2009 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 \$ 100

8 NEW: CONCIERGE SUPPORT AND INDIVIDUAL METRICS

- Yes, please provide premium, high-priority post-competition support (thru April 30) & individualized performance metrics for this entry.. \$ 30
- No thanks, I will use live chat and corrections forms for post-competition support 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

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



2009 INSPIRE AWARDS

INTERNAL COMMUNICATIONS COMPETITION

Gain the recognition you've earned.

Why the 2009 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

MORE THAN 400 ENTRIES LAST YEAR



INSPIRE AWARDS

INTERNAL COMMUNICATIONS COMPETITION WINNER

2009

WINNER



LACP

Enter the Nation's Employee & Internal Communications Competition!

11622 El Camino Real, Suite 100

