

**2011 IMPACT AWARDS™
STRATEGIC
COMMUNICATIONS
COMPETITION**

**ENTRY DEADLINE:
13 APRIL 2012**

With Extension Fee: 27 April 2012



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



CALL FOR ENTRIES

**9 OF THE TOP 10
FORTUNE 500 FIRMS
HAVE JOINED LACP
COMPETITIONS**

Those in the Top 100 Include:

- Walmart (1) · Exxon Mobil (2)
- Chevron (3) · GE (4)
- Bank of America (5)
- AT&T (7) · Ford Motor (8)
- JP Morgan Chase (9) · H-P (10)
- Citigroup (12) · Verizon (13)
- McKesson (14) · ALG (16)
- Cardinal Health (17)
- CVS (18) · Wells Fargo (19)
- IBM (20) · UnitedHealth (21)
- P&G (22) · Costco (25)
- ADM (27) · Boeing (28)
- The Home Depot (29)
- WellPoint (31) · Walgreen (32)
- J&J (33) · State Farm (34)
- United Tech. (37) · Dell (38)
- Pfizer (40) · Lowe's (42)
- Lockheed (44) · Pepsico (50)
- MetLife (51) · Safeway (52)
- Kraft (53) · Sysco (55)
- Disney (57) · Cisco (58)
- Comcast (59) · Northrop (61)
- Intel (62) · Aetna (63)
- Prudential (65) · Caterpillar (66)
- Sprint (67) · Allstate (68)
- Coca-Cola (72) · Humana (73)
- Honeywell (74) · Abbott (75)
- HCA (77) · Time Warner (82)
- Johnson (83) · Delta (84)
- Merck (85) · DuPont (86)
- Tyson Foods (87) · Amex (88)
- MassMut. (93) · Raytheon (95)
- Hartford (97) · Publix (99)

**NEW FOR 2012
SOCIAL MEDIA PROGRAMS
Facebook, Twitter and Other Social Networks**

Winter 2012

Nothing distinguishes your work and brings recognition more than honors from the 2011 Impact Awards, the nation's premiere competition to recognize the best **people, practices, programs and partnerships** in the Public Relations and Communications industries.

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 5,000 entries were received for LACP's competitions last year alone.

Here's your chance to earn recognition for your hard work in communications. The 2011 Impact 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 2011 Impact 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 13 April 2012.** (27 April 2012 with extension.) So don't delay; be sure to submit your entry today!

Best of luck,
Christine Kennedy
Christine Kennedy
LACP Competition Director

BY THE NUMBERS

- **67** Number of categories in which to win.
- **50** Number of top people, practices, programs, and partnerships ranked.
- **25** Percent of entries honored.
- **5** Number of entries recognized as the year's very best.
- **0** Number of competitions more esteemed than the Impact Awards.





2011 IMPACT AWARDS

STRATEGIC COMMUNICATIONS COMPETITION

THE TOP 10 QUESTIONS ANSWERED

DO I HAVE TO BE BASED IN THE UNITED STATES IN ORDER TO ENTER? Non-U.S. based organizations are welcome to apply and comprise around 40% of all entries.

FOR WHAT TIME PERIOD WILL YOU CONSIDER ENTRIES? Your submission must be for the most recent or past fiscal year. For instance, if your organization's fiscal year ends December 31, 2011, a submission must in-part be relevant for January 1, 2011 – Present.

HOW SHOULD I SUBMIT MY ENTRY? Entries can be submitted in both hard- and soft-copy formats. See "How to Enter in Three Easy Steps" above for full details. Provide only one copy of your submission.

CAN I UPLOAD MY ENTIRE ENTRY? Yes! We can allot up to 2 gigabytes of online storage for receiving your entry, cover letters & other materials. Just send in your entry form, and we'll e-mail you a link, or let us know via online chat at www.lacp.com/support

HOW DOES JUDGING OCCUR? Award results are based on the judging of submissions within peer-level competition classes, which are determined according to a variety of demographic and other pertinent factors. Your Results Kit will provide full details or contact us for further information.

DO I HAVE TO BE AN LACP MEMBER TO ENTER? Not at all. Non-members are welcome.

SHOULD I INCLUDE A COVER LETTER? While not mandatory, it does help judges better understand an entry's goals, development, strategy and tactics, as well as success metrics.

WILL I RECEIVE FEEDBACK ON MY ENTRY? Yes, judges' comments are automatically included.

ARE LATE ENTRIES ACCEPTED? Yes, through 27 April 2012.

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 all feedback materials you receive from us.

LEGAL INFORMATION: Fortune, Fortune 500 and Fortune 1000 are registered trademarks of Time Inc. 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. International entrants are responsible for all customs duties and taxes and will be charged back with a nominal processing fee as applicable.

HOW TO ENTER IN THREE EASY STEPS

1) Package Your Entry. Carefully package one (1) copy of your entry, which should describe the accomplishment(s) and/or results that you believe make your submission relevant for the selected honor. Supplemental artwork (e.g. an individual's/team's photo), success metrics and demonstration videos/units are always welcome and will be considered carefully.

2) Complete the Entry Form. Complete all fields 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

13 April 2012:

Deadline to mail entries.

27 April 2012:

Deadline to mail entries with late fee.

14 May 2012:

Winners announced online; kits FedExed.

COMPETITION KEY (USE TO COMPLETE ENTRY FORM)

Code	Competition Category
PR/COMMUNICATIONS MANAGEMENT	
<i>Recognizes an organization's top executive talent.</i>	
01	Best VP/SVP/EVP/C-Level Executive
02	Best Director-Level Executive
03	Best Turnaround Executive
04	Best First-Year Executive
05	Best Management Team
ORGANIZATIONAL COMMUNICATIONS	
<i>Distinguishes an entire organization's accomplishments.</i>	
06	Best Overall Organizational Communications Program
07	Best Business Turnaround Communications Program
08	Best Internal Communications Program
09	Best Social Responsibility Communications Program
10	Best Environmental Responsibility Comms. Program
11	Best Sustainability Communications Program
ADVERTISING, CREATIVE & MARKETING COMMUNICATIONS	
<i>Includes all A/V production, writing & event management.</i>	
12	Best Ad/Creative/MarCom Program
13	Best Ad/Creative/MarCom Individual*
14	Best Ad/Creative/MarCom Team**
BUSINESS DEVELOPMENT – COMMS. PARTNERSHIPS	
<i>Includes all business development operations.</i>	
15	Best Business Development Comms. Program
16	Best Business Development Comms. Individual*
17	Best Business Development Comms. Team**
COMMUNITY RELATIONS – COMMS. PARTNERSHIPS	
<i>Includes all community relations operations.</i>	
18	Best Community Relations Program
19	Best Community Relations Individual*
20	Best Community Relations Team**
CORPORATE COMMUNICATIONS/PUBLIC RELATIONS	
<i>Includes all 'internal' communications & PR operations.</i>	
21	Best Corporate Communications/PR Program
22	Best Corporate Communications/PR Individual*
23	Best Corporate Communications/PR Team**

Code	Competition Category
CUSTOMER SERVICE – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all customer service operations.</i>	
24	Best Customer Service Comms. Program
25	Best Customer Service Comms. Individual*
26	Best Customer Service Comms. Team**
FINANCE – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all finance-related operations.</i>	
27	Best Finance Comms. Program
28	Best Finance Comms. Individual*
29	Best Finance Comms. Team**
FOUNDATION – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all Foundation-based operations.</i>	
30	Best Company-Related Foundation Program
31	Best Company-Related Foundation Individual*
32	Best Company-Related Foundation Team**
HUMAN RESOURCES – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all human resources operations.</i>	
33	Best Human Resources Program
34	Best Human Resources Individual*
35	Best Human Resources Team**
INVESTOR RELATIONS – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all investor relations operations.</i>	
36	Best Investor Relations Program
37	Best Investor Relations Individual*
38	Best Investor Relations Team**
LEGAL – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all legal operations.</i>	
39	Best Legal Comms. Program
40	Best Legal Comms. Individual*
41	Best Legal Comms. Team**
MARKETING – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all marketing operations.</i>	
42	Best Marketing-Comms. Program
43	Best Marketing-Comms. Individual*
44	Best Marketing-Comms. Team**

Code	Competition Category
PR/COMMUNICATIONS AGENCIES, PRACTICES & RELATED	
<i>Includes all practitioners not claimed as clients' employees.</i>	
45	Best Sole Practitioner
46	Best Boutique PR Agency/Practice (2-4 employees)
47	Best Small PR Agency/Practice (5-9 employees)
48	Best Midsize PR Agency/Practice (10-50 employees)
49	Best Large PR Agency/Practice (51+ employees)
50	Best Regional Office, Large PR Agency
51	Best Industry-Exclusive Agency (e.g. healthcare)
52	Most Innovative PR Agency/Practice
PR PRODUCTS, PROCESSES, SERVICES & RELATED	
<i>Includes all PR products/services.</i>	
53	Best New PR Product/Process/Service
54	Best PR Product Development Individual*
55	Best PR Product Development Team**
PR PROGRAMS & TECHNIQUES	
<i>Includes all PR programs that leverage these techniques.</i>	
56	Best Use of Internet/New Media
57	Best Use of Broadcasting (TV and/or Radio)
58	Best Use of Research and/or Measurement
SALES – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all sales-related operations.</i>	
59	Best Sales Comms. Program
60	Best Sales Comms. Individual*
61	Best Sales Comms. Team**
SOCIAL MEDIA – COMMUNICATIONS PARTNERSHIPS	
<i>Includes all social media-related operations.</i>	
62	Best Social Media Comms. Program
63	Best Social Media Comms. Individual*
64	Best Social Media Comms. Team**
COMMUNICATIONS SUPPORT (ADMINISTRATIVE)	
<i>Includes all administrative operations.</i>	
65	Best Comms. Support Program
66	Best Comms. Support Individual*
67	Best Comms. Support Team**

* Add an 'A' Suffix for Executive, 'B' for Non-Executive. ** Add an 'A' Suffix for Department, 'B' for Intra-Departmental Team, 'C' for Cross-Departmental Team.

Fill this Form on Your PC

Download the "Typable" PDF at www.lacp.com/11imp.pdf



League of American Communications Professionals

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

2011 IMPACT AWARDS STRATEGIC COMMUNICATIONS COMPETITION ENTRY FORM

INSTRUCTIONS: Simply complete this entry form and submit it along with one set of 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 13 April 2012 (April 22 with \$50 extension fee). Agencies are welcome to submit entries on their clients' behalf. Winners will be announced 14 May 2012 at www.lacp.com and via FedEx.

ENTRY FORM

1 ENTRY INFORMATION

ENTRY TITLE: _____

2 KEY ACHIEVEMENT(S) (LIST KEY ACCOMPLISHMENT(S) COMPLETED/REALIZED BETWEEN 1/1/11 - PRESENT)

Please elaborate, as appropriate, on a separate sheet. Metrics and anecdotes will aid the judging staff in comparing and contrasting your performance with fellow entrants. Please specify (see checkboxes) whether each achievement can be publicly disclosed.

ACHIEVEMENT: _____ Make Public Keep Private

ACHIEVEMENT: _____ Make Public Keep Private

ACHIEVEMENT: _____ Make Public Keep Private

3 SITUATIONAL BACKGROUND

Provide a brief, 50-100 word background on the situation, individual(s), objective(s), strategy/ies, and/or tactic(s) that were critical to the attainment of the aforementioned achievements. Elaborate, as appropriate, on a separate sheet.

_____ Make Public Keep Private

4 SUPPORTING MATERIAL

As appropriate, include additional materials to supplement your competition entry. These can include press clippings; detailed performance metrics; anecdotes; and program/project materials. If your entry wins, you also have the option of providing up to three hyperlinks that would appear on our web site and connect visitors to relevant content about your entry.

HYPERLINK: http:// _____

HYPERLINK: http:// _____

HYPERLINK: http:// _____

5 COMPETITION CATEGORY/CATEGORIES AND ENTRY FEE(S) (SEE KEY ON BOTTOM OF PAGE 2)

The cost of the first Competition Category for any submission is \$250. Each additional Competition Category for the same submission is \$50-\$125. Up to five categories can be selected for each submission. See bottom of Page 2 for available codes.

CODE: _____ (Required, \$250) CODE: _____ (Optional, Second just \$125) CODE: _____ (Optional, Third just \$100) CODE: _____ (Optional, Fourth just \$75) CODE: _____ (Optional, Fifth just \$50)

6 ORGANIZATION INFORMATION (OPTIONAL: ATTACHED BUSINESS CARD WITH CONTACT DETAILS)

Company: _____ Company Twitter Hashtag: _____ Company URL: http:// _____

Contact Person: _____ Title: _____

Contact Address: _____ City, State, ZIP: _____

Phone: _____ FAX: _____ E-Mail: _____

7 OPTIONAL: LACP WINNERS' GALLERY

Yes, should my entry win an award, please include it in the online gallery and for related promotional use FREE

8 OPTIONAL: LACP MEMBERSHIP & PR TOOLS 2008 BUNDLE - SAVE 60%

Yes, please provide me with a one-year LACP membership and access to a downloadable edition of PR Tools 2008 \$ 100

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

Credit Card: Check (enclosed, payable to LACP) Bill Me/Certificate Redemption (Certificate Code/PO Number, if necessary: _____) Exp: Security Code: _____ Signature: _____

10 MAILING CHECKLIST

Have you included: One copy of your competition materials. (Optional) A cover letter/summary elaborating on the key achievement(s), situational background, and supporting material of this entry. Payment details. **Overnight deliveries can be addressed to the attention of Christine Kennedy**

IMPORTANT INFORMATION: All entry fees are non-refundable. It is important that entry fees be paid in a timely manner. Entrants selecting the "Bill me" payment method enjoy Net 15 payment terms from the date of receipt of entry. Late payments are subject to an ongoing late charge of \$25 every ten business days. By submitting an entry, those companies with a standing past due balance with LACP agree to have that balance cleared by either 1) charging it to the credit card number listed on the entry form or previous entry/order form or 2) having the charges added to the current invoice. LACP reserves the right to refuse Net 15 payment terms. Wire transfer payments subject to a \$25 fee. International entrants are subject to a \$30 (Canada) or \$60 (all other locations) FedEx shipping fee.



2011 IMPACT AWARDS

STRATEGIC COMMUNICATIONS COMPETITION

Gain the recognition you've earned.

Why the 2011 Impact Awards is the Best Yet.

Plaques Recognize All Participants and Winners

- Included with All Entries in the Results Kit

Full-Blown Results Kits & Resource CD

- 16+ Pages of Awards Coverage, Metrics, Judges' Feedback & Participant/Winner Certificates

Online Winners' Gallery

- The Most Extensive: Profiles on Each Winning Submission and Its Strengths in the Competition



SOCIAL MEDIA PROGRAMS

NEW: Will your Facebook, Twitter or other program be recognized as one of the best?

LEARN MORE AT WWW.LACP.COM/CFE

...and many more!

IR, Marcom & Community Relations

Corporate & Product Comms.

Best Programs

Best Practices

Best People

Best Partnerships

60+ entry categories:

Enter the Nation's *only* Strategic Communications Competition!

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