



**ENTRY PACK**  
**FEIEA GRAND PRIX**  
**2024**



**CLOSING DATE  
FOR ENTRIES:**  
25.10.2024

# WELCOME TO THE 2024 FEIEA GRAND PRIX

## About the FEIEA Grand Prix

For more than 60 years, FEIEA has been recognizing and celebrating the very best of internal communication practice in Europe.

**We do this through our annual Grand Prix awards. Our awards help to:**

### 1. Benchmark

Awards are a great way to evaluate your work against other leading organizations.

### 2. Demonstrate your value

It's not good enough to just be good at what you do: it's important for others to see your work as having impact. A FEIEA award win is an independent endorsement for your work as it is judged by subject matter experts across Europe.

### 3. Elevate your brand

The PR opportunities from a win or even making our awards shortlist, put you and your company in the spotlight. Reputable awards such as the FEIEA Grand Prix generate significant publicity inside and outside organizations.

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# WHO CAN ENTER

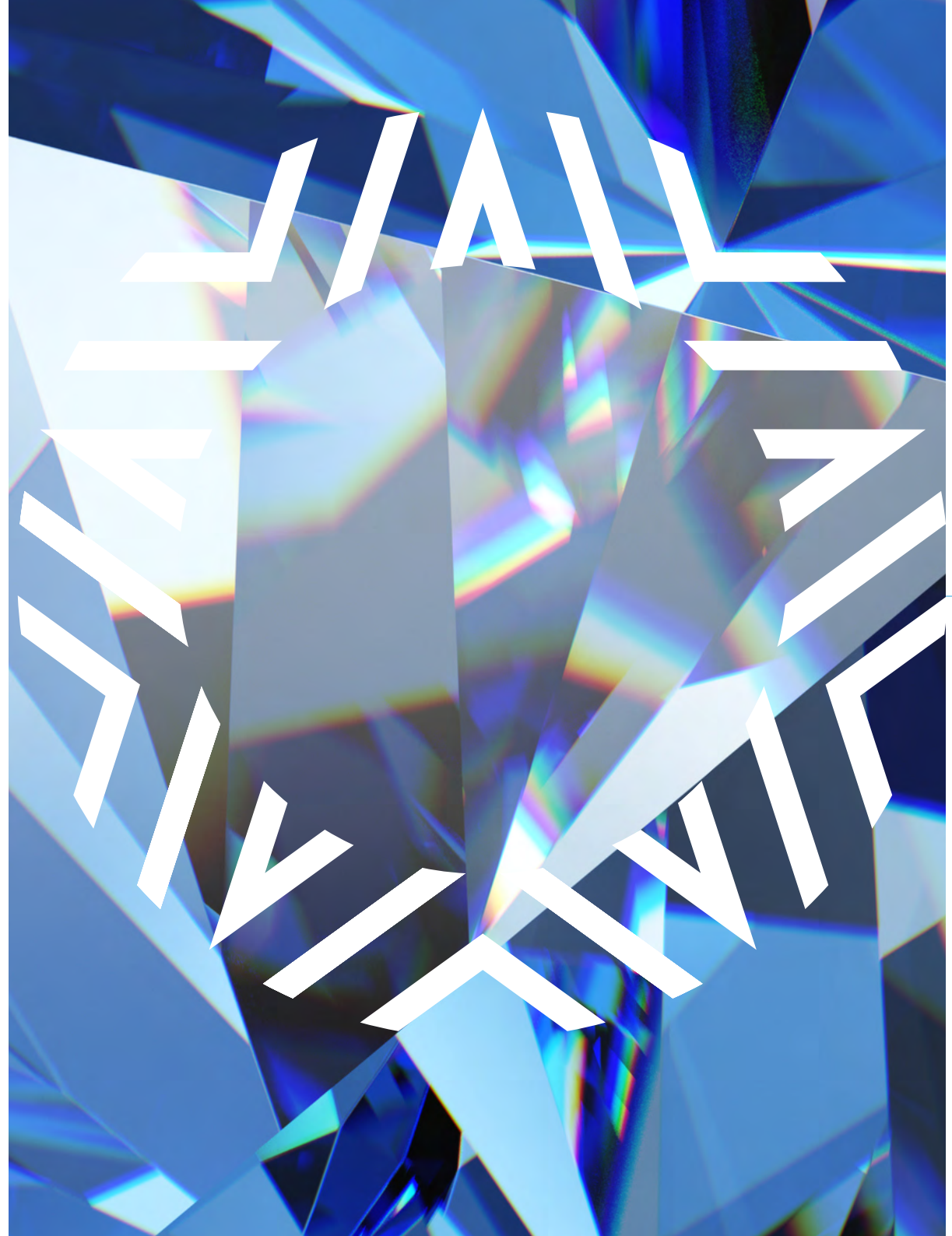
The competition is aimed at business communicators with employees as their main target audience. It is open to anyone involved in internal communication, including companies, associations, government bodies, charitable organizations, universities and other educational institutions, communication and production agencies and freelancers.

Entries are welcome from both members and non-members of national associations within FEIEA, and from all countries across Europe.

FEIEA members benefit from a reduced entry fee.

Join your national association now and you can enter the FEIEA<sup>1</sup> Grand Prix at the member rate. If your country's national association is not a member of FEIEA, you can become an Individual Participant – please contact [FEIEA 2024 Grand Prix Director Peter Op de Beeck](mailto:peter@odbcommunicatie.be) (email: [peter@odbcommunicatie.be](mailto:peter@odbcommunicatie.be)) for further details.

<sup>1</sup>IoIC (UK), SVIK (Switzerland), ASCAI (Italy), PRSS (Slovenia), APCE (Portugal), vonk (Belgium)



# HOW TO ENTER

**Step 1:** Please read the information page for each of the classes you wish to enter;

**Step 2:** Complete the online entry form and send the supporting documents required ([ONLINE ENTRY FORM](#));

**Step 3:** You will receive a confirmation email of receipt;

**Step 4:** FEIEA will issue an invoice;

**Step 5:** Your entry(s) will be judged across three rounds by expert, country judges.

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## Competition rules:

- Entries must have been produced between 1st September 2023 and 30th of September 2024;
- You can submit as many entries as you wish;
- Entries in online, digital communication classes must be accessible to judges at each stage of judging;
- An entry can only be submitted in one class. If an entry has been submitted in the wrong class, your national representative, the director of the FEIEA Grand Prix or the pan-European jury may assign it to the correct class;
- Entries will only be assessed as internal communications. If an entry is produced solely for an external audience and serves no internal communication purpose, it will be disqualified. No refunds can be given for disqualified entries;
- In case there are insufficient entries in any class, that class will be closed and a refund will be given to entrants in that class;
- No materials can be returned to entrants;
- All entries and supporting materials are managed and judged with confidentiality;
- Please pay the invoice within 30 days of receipt. Failure to pay before the shortlist is announced may result in your entry not being included in the final list of winners.

# ENTRY FEES

If you are a member of a national association within FEIEA (IoC, ASCAI, vonk, SVIK, PRSS and APCE) you will benefit from a reduced entry fee.

## Fee according to FEIEA status

Member of FEIEA: 150 euros

Non-member of FEIEA: 250 euros

## How to pay your entry fees?

You will receive an invoice from FEIEA which will be in euros. Please provide a PO number if required and clearly state the billing details when completing your online entry.

Should you have any queries regarding payment please email [awards@ioic.org.uk](mailto:awards@ioic.org.uk)

## Award ceremony and presentations

The FEIEA Grand Prix Award Ceremony will be held online during the Gala presentation on December 5th 2024.

A graphic featuring a large white circle containing the text 'GALA PRESENTATION: 05.12.2024'. The background is a dark blue, abstract, crystalline structure with white geometric shapes resembling stylized letters or symbols.

**GALA  
PRESENTATION:**  
05.12.2024

# JUDGEMENT CRITERIA

In evaluating entries, experienced judges will take into account three major criteria: the **QUALITY**, the **INNOVATION** and the **EFFECTIVITY** of the entries.

Each of these are further broken down into sub-criteria which will all be evaluated with a score of 10 points. A maximum of five entries with the highest overall score in each class will be selected for the pan-European judgement phase (stage 3) where the final winner will be selected. The judges may decide to select less nominees in the concerned class, if they consider entries not to be of a high enough quality.



## Evaluation criteria



# JUDGEMENT CRITERIA

## Judgement Criteria 1: INNOVATION

### Up to 30 points

#### DEFINITION:

Innovation is the ability to find new or unusual solutions for solving known or existing issues. For example, new ways of working, smarter organizing things, innovative services or communication methods. Within Innovation, judges are primarily interested in the following three aspects:

#### ORIGINALITY:

- How original and/or refreshing is this entry?
- Is it a creative and/or innovative approach that also fits the audience and the business need?

#### OUT THE BOX:

- To what extent is this entry groundbreaking and different from known paths & methods used?
- Can it set an example for other companies? How innovative it is versus other European entries?

#### CONTRIBUTION TO THE OVERALL INTERNAL COMMUNICATION MIX:

- To what extent this entry adds something extra to the realization of your organization's communication objectives?

## Judgement Criteria 2: EFFECTIVITY

### Up to 40 points

#### DEFINITION:

Effective communication is targeted communication that proactively describes which target has to be achieved and how. This means that the message is understood by the audience and provokes a reaction or activity. Within Effectivity, judges seek answers to the following topics:

#### DEVELOPMENT OF OBJECTIVES:

- Are there any objectives set and are they SMART?
- What were the evaluation criteria?
- What measurement was used?

#### RESULTS (OUTCOME):

- What are the quantitative and qualitative results?
- What changed for the better executing the project?
- What's changed, what has been cancelled or completed as a result?

#### TRANSPARENCY & SIMPLICITY:

- Did the project reach the target group(s) with the correct messaging?
- Did targeted groups understand the communication faster and better?

#### SUSTAINABILITY:

- Is the result a one shot, or a long-term improvement?
- Is the outcome ratio in line with the set objectives?

# JUDGEMENT CRITERIA

## JUDGEMENT CRITERIA 3: CREATIVITY

### Up to 30 points

#### DEFINITION:

Creativity is the combination of the quality of the project in all areas: technical execution, visual standard and linguistic ability.

#### TECHNICAL ASPECTS:

- How the entry tackles any technical issues/challenges?
- Depending on the medium used: what's the technical quality of the entry (printed material, the video, the channel).

#### VISUAL ASPECTS:

- How detailed and branded is the entry in relation to the images used and the creative creation?
- Has the visual power of the used medium been used to the fullest?
- Does the project fit into the organization brand? Why (not)? What's the reasoning behind?

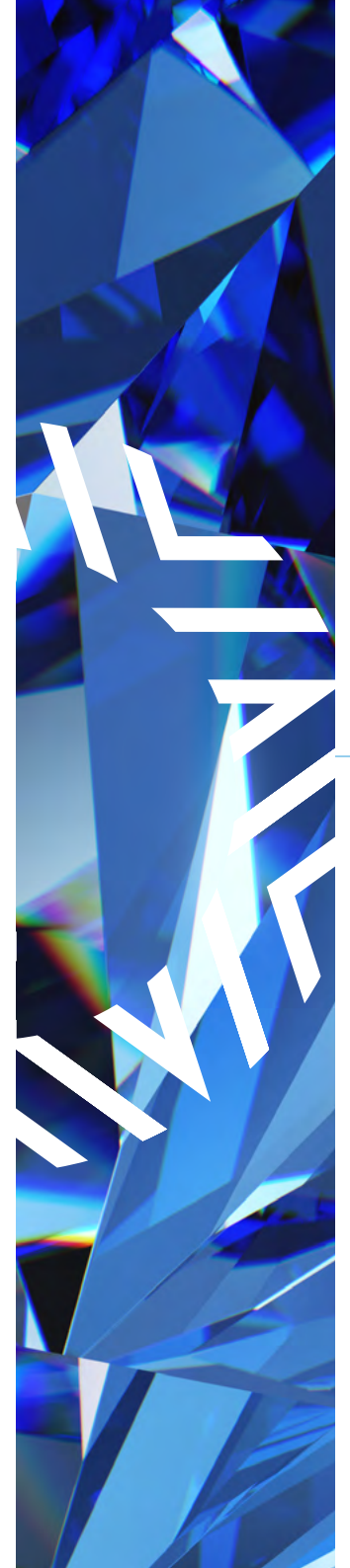
#### LANGUAGE & STYLE:

- Is the use of language suitable for the audience?
- Is there consistency and uniformity in the messaging on tone of voice, etc.?

### Scoring and ranking

- All scores on the different criteria add up and result in an overall judging score (with a max of 100)
- The final score for each entry is the average score of all the judges who can vote for that entry
- The top three to five<sup>2</sup> scores per category will be nominated for that category
- In case of a tie: the cumulated average score on INNOVATION will be taken into account

<sup>2</sup> Depending the number of entries in that class





# OUR CLASSES

## What the judges are looking for

We are championing the best examples of IC excellence in two genres: **STRATEGY/CAMPAIGNS** and **CHANNELS**.

### Genre: **STRATEGY & CAMPAIGNS**

- **Class S1:**  
BEST OVERALL INTERNAL COMMUNICATION STRATEGY/CAMPAIGN
- **Class S2:**  
BEST INTERNAL COMMUNICATION CHANGE STRATEGY/CAMPAGNE
- **Class S3:**  
BEST MULTI-DISCIPLINE COMMUNICATION STRATEGY/CAMPAIGN

### Genre: **CHANNELS**

- **Class C1:**  
BEST INTERNAL COMMUNICATION PRINT MAGAZINE/NEWSPAPER
- **Class C2:**  
BEST INTERNAL COMMUNICATION DIGITAL PLATFORM
- **Class C3:**  
BEST INTERNAL COMMUNICATION AUDIO-VISUAL PRODUCTION
- **Class C4:**  
BEST INTERNAL COMMUNICATION EVENT

## NOW OPEN FOR ENTRIES

To complete the Grand Prix a special class has been added which is reserved exclusively for the “**FEIEA 2024 INTERNAL COMMUNICATION PERSONALITY OF THE YEAR**”. Nominations can only be made by the national associations within the FEIEA Community. The FEIEA Executive will evaluate these nominations and select one person to receive this prestigious title.

# GENRE: STRATEGY & CAMPAIGNS

## CLASS: S1

### BEST OVERALL INTERNAL COMMUNICATION STRATEGY

#### This category is for:

All strategies or campaigns for internal communication projects that were designed to achieve or support well defined corporate or organizational strategic goals. We want to know about the campaign planning, to see the audience profile, a description of any known issues and constraints and the rationale for the creative approach and tools that were used.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### What should you submit for the judgment process:

- Entry statement in English (max. 1000 characters including spaces): This should be in English and include all relevant items to describe the project in detail, with background info, the audience, delivery, evaluation and measurement
- Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting document including all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement
- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds)\* explaining the entry.

\* to be sent by WeTransfer

# GENRE: STRATEGY & CAMPAIGNS

## CLASS: S2

### BEST INTERNAL COMMUNICATION CHANGE STRATEGY

#### This category is for:

All IC strategies/campaigns that have supported organizational change and/or introduce new way of working methodologies or practices. This may be either an organizational or a cultural change, or eventually a reaction to specific event or crisis (e.g a merger, introducing a new CEO, etc.). You should be able to demonstrate how you have tackled the issue, how you worked with other parts of the organization, and what measures you took in order to be successful.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

- Summary in English (max. 1000 characters including spaces): The change communication strategy should be summarized in the online entry form describing the project
- Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting document including all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement
- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds)\* explaining the entry.

\* to be sent by WeTransfer

# GENRE: STRATEGY & CAMPAIGNS

## CLASS: S3

### BEST MULTIDISCIPLINARY COMMUNICATION STRATEGY

#### This category is for:

Championing the level in which the internal communication department works together with natural partners like HR, IT and other organizational departments to be in sync with societal relevant matters. We want to commend ideas that take internal communication that impact in areas like employer branding (war on talent), diversity & inclusion (integration), or ESG, environment social governance (sustainability).

The judging is weighted towards fresh thinking, but we still want to see how your innovation has emerged from an organizational or corporate priority, and how the working together of different organizational departments have supported that priority. Entries should demonstrate this multidiscipline-arity as a strategic leverage for the organization. Show how it has changed the way your organization communicates and engages its people.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

- Summary in English (max. 1000 characters including spaces): The multidisciplinary communication strategy should be summarized in the online entry form describing the project
- Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting document including all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement
- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds)\* explaining the entry.

\* to be sent by WeTransfer

# GENRE: CHANNELS

## CLASS: C1

### BEST INTERNAL COMMUNICATION MAGAZINE/ NEWSPAPER

#### This category is for:

Any regular internal publication with an absolute minimum of 3 issues per year. This channel/publication will consist mainly of articles and visuals with the aim to strengthen the organizational community. This can either be short and very topical, or it can also contain some longer feature stories. The entered publication can be on any medium, both print or digital. You should demonstrate how you have used this channel to further organizational objectives, for example mutual understanding, strategic issues, clarity of overall messages and community, etc.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

- Summary in English (max. 1000 characters including spaces): The internal magazine/newspaper should be summarized in the online entry form describing the project
- Supporting information (pdf of max. 10 pages): All relevant supporting material to describe the project in detail, with background info, the reason for the channel, the audience, delivery, evaluation and measurement
- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds) explaining the entry
- One digital copy of each magazine/newspaper (in PDF – min. three different issues of the magazines/newspapers).

#### JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Existence of a defined editorial plan that meets defined objectives
- Good content that meets the needs of its target audience with consistent messages across all issues
- Good variety, pace and balance of content
- Good headlines and captions that attract the reader: appropriate style for the target audience, clarity
- Open communication about issues facing the company/organization
- Attractive design/layout, with specific reference to: use of photographs and illustrations, use of color etc.
- Evaluation (methodology).

# GENRE: CHANNELS

## CLASS: C2

### BEST INTERNAL COMMUNICATION DIGITAL PLATFORM

#### This category is for:

All digital channels offering electronic, online content for internal audiences. Various digital formats such as intranet, applications, microsites or other regular digital publications that are delivered online, varying from continuously updated platforms to regular digital publications, led by news stories (text and images) and designed to provide lots of information in a digestible way. Digital newspapers or magazines are excluded as they categorize under Class C1.

You'll need to show us how it has helped enhance organizational performance, or solved a problem in your organization, or perhaps enabled new ways of working. If you need to show the interactive elements of the intranet working, then you'll need to make sure it's possible for the judges at every stage to see this.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

- Summary in English (max. 1000 characters including spaces): The photograph should be summarized in the online entry form describing the project
- Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting including all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement

- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds) explaining the entry
- A qualitative link to the online channel with login/password for the judges for the whole of the judging period (15 October to 20 November so they can see the digital platform 'in action').

#### JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Good content that meets the needs of its target audience
- Good headlines and captions: quality of writing, appropriate style for the target audience
- Good use of hyperlinks and supporting text
- Ease of navigation & reading on-screen
- Attractive design/layout, with specific reference to use of photographs and illustrations, typography, use of color
- Good use of interactive features
- An inclusive approach that reflects employee opinions as well as the organization's own perspective (where appropriate)
- effectiveness evaluation (measurement)

# GENRE: CHANNELS

## CLASS: C3

### BEST INTERNAL COMMUNICATION AUDIO-VISUAL PRODUCTION

#### This category is for:

Any form of audio or video communication, from one-off films to regular podcast series. We'll want to know why you have chosen this particular tool, how it contributes to the overall company objectives, and how you measured its success.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

Summary in English (max. 1000 characters including spaces): The photograph should be summarized in the online entry form describing the project.

Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting including all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement.

Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry.

Entry video link Hi-resolution (up to 150 seconds) explaining the entry.

A link to the audio-visual production with accessible login/password for the judges\* so they can see /hear the entry.

#### JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Good content that meets the needs of its target audience
- Good pace and balance
- Language – style and quality of the script
- Delivery – style and quality of the presentation
- Production quality
- Creativity
- Effectiveness evaluation (measurement)

\*The judges must be able to access a working version of the audio-visual. In the unlikely case that the judges cannot access, the entrant must send explanatory print-screens, flowchart and any other graphical information about the electronic communication that should be consolidated and sent in one PDF.

# GENRE: CHANNELS

## CLASS: C4

### BEST INTERNAL COMMUNICATION EVENT

#### This category is for:

all internal events (e.g. a conference, roadshow, or employee engagement event) used to communicate a particular business issue internally to inform and inspire colleagues, to change people's behavior, or to engage and motivate the employees. We want to hear about the overall objective and how the event was planned to meet it. Tell us also about the audience, whether that is an employee audience or for members/stakeholders, what you did, how well it worked and the impact it had.

#### Entry requirements:

- Complete the entry online form ([ENTRY FORM](#));

#### Documents to be submitted for the judgment process:

- Summary in English (max. 1.000 characters including spaces): The internal communication event should be summarized in the online entry form describing the project. The strategy should be in English and include all relevant items to describe the project in detail, with background info, the reason for the strategy, the audience, delivery, evaluation and measurement
- Supporting information (pdf of max. 10 pages): All relevant supporting material (pictures, folders, links to online video) are to be bundled in one supporting
- Entry photo HD (JPG): The photo that will be used if necessary to promote or to present your entry
- Entry video link Hi-resolution (up to 150 seconds) explaining the entry.

#### JUDGES WILL SEEK ANSWERS TO THE FOLLOWING QUESTIONS:

- Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation), the quality of the idea, creativity of the solution and originality
- The optimal ratio of the involved resources (manpower, financial) versus the outcome of the event organized versus the long-term strategy or other specific objectives.
- Did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organization?
- Did the entry clearly define the nature of the intended audience, and
- How effectively was the event organized, and how well did the organizers overcome any challenges or constraints?
- How effectively was the outcome of the event measured, and did it meet its objectives?
- Did the samples of communication materials support the project?





**PROVE THAT YOU ARE AMONG EUROPE'S BEST  
INTERNAL COMMUNICATORS**

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[www.FEIEA.org](http://www.FEIEA.org)

The 2024 FEIEA Grand Prix Awards are managed by the UK's  
Institute of Internal Communication on behalf of FEIEA.

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