

2018 Submission Outline

Communication, Stakeholder and Media Management Award

This award recognises a woman who demonstrates industry best practice in stakeholder and community engagement. This may include strategic marketing, communication programs and campaigns that effectively position a brand, project or organisation with its audience. Alternatively, it may be a community engagement program that results in true public participation and delivers clear community acceptance while achieving corporate, project or organisational goals.

OPEN TO: Members who have completed their role on a project, program or initiative between March 2017 and June 2018.

- 1. Provide a description of the communication, or media management practice and the nominee's role in the development and implementation.**
This question will be judged on the communication effectiveness and the nominee's impact to the delivery of the information.
 - Complexity or difficulty of the information being delivered
 - Demonstrable ability to provide information effectively based on assessment of required recipients**(5 points)**
- 2. Describe a challenge overcome or improvement initiated.**
This question will be judged on the impact of the change, taking into the consideration client, community and stakeholder requirements and any constraints imposed.
 - Complexity of the challenge and improvement made
 - Adaptability to constraints
 - Consideration of transferability (to other projects/tasks etc.)**(10 points)**
- 3. Describe the different mediums used to effectively engage with the nominee's desired audience.**
This question will be assessed on strategic selection of media, scheduling and deployment of communications and assessment of its effectiveness. It may include the ability to rapidly respond to changing conditions.
 - Demonstrate strategic selection of media based on recipients
 - Demonstrate the ability to measure the effectiveness of the communications
 - Ability to respond to changing conditions and appropriate messaging**(10 points)**
- 4. Provide written references.**
Please provide two referees and an example of two communications.
 - Referee 1
 - Referee 2
 - Communication 1
 - Communication 2**(10 points)**

SUPPORTING INFORMATION

- 5. Summary of submission** **200 words**
To be written in third person for use in the Awards presentation and eBook
- 6. Nominee's biography** **300 words**
- 7. Any other relevant material or details**

Please complete this checklist prior to submitting your nomination on line. Have you:

- Completed the nomination form and submission online
- Uploaded one head shot of the nominee
- Uploaded three different photographs which are relevant to the nominee's submission

NB Photographs to be digital at minimum 300 dpi resolution in JPEG format for use in AV presentation and Awards eBook. **THIS IS ESSENTIAL**