Communique Awards 2011
Industry reputation – communication is key

Entry kit
Entry deadline: 1st April 2011*

*extension to 7th April (fee applies)
Introduction

Recognising and rewarding excellence and best practice in healthcare communications

Welcome to the 2011 Communiqué Awards. Once again we have worked thoroughly with stakeholders, industry and consultancy experts to ensure the Communiqué Awards remains the most respected Awards scheme when it comes to recognising healthcare communication initiatives.

These Awards recognise, reward and commend excellence and best practice in healthcare communications, that ultimately deliver real improvements in healthcare, do the right thing for patients, build trust with stakeholders and enhance industry reputation.

Judging criteria focuses on quality outcomes such as message uptake and changes in perception or behaviour which should be demonstrated fully, and timescales allow for real outcomes to be shown.

We welcome entries relating to UK, European and international Initiatives (see individual categories for details).

So, whether you’re new to the Communiqué Awards or an experienced entrant, read this entry kit thoroughly before submitting your entry so you know exactly what the judges are looking for.

As always, help is at hand – tips on how to write a potentially award-winning entry are available at [www.pmlive.com/awards](http://www.pmlive.com/awards) and you can also check out the judges’ tips and checklist on pages 24 and 25.

If you’d like a member of PMGroup’s Communiqué Awards team to come and discuss the entry process with you and/or your team, just call us on +44 (0)1372 414200 to arrange a visit or teleconference.

Your feedback is important to us – let us know what you think of this year’s scheme. Drop me a line at acameron@pmlive.com about any aspect of the Awards.

You should find everything you need here and at [www.pmlive.com/awards](http://www.pmlive.com/awards), but if you require further assistance, please contact a member of the team on +44 (0)1372 414200.

Anneliese Cameron
Operations & Awards Director

Aims of the Communiqué Awards

- To commend and encourage best practice and innovation in pharmaceutical industry communications and champion all that our industry has to offer, in accordance with the industry’s Code of Practice
- To recognise the value of responsible pharmaceutical company communications programmes in appropriately informing stakeholders and delivering mutually beneficial goals for the company, together with clearly identifiable benefits for stakeholders
- To commend healthcare communications programmes that facilitate improvements in patient care and outcomes through education on management of disease and/or improved access to medicines
- To commend work undertaken with stakeholders – to ensure appropriate awareness, knowledge and use of products – that has improved mutual understanding and trust, and helped deliver improvements in healthcare
- To recognise and commend the most effective communications campaigns of independent healthcare organisations, charities or patient/professional associations
- To commend successful Corporate Social Responsibility programmes that demonstrate a sustainable, ethical approach to business and real value to society
- To recognise the talent that exists in healthcare communications, while providing a genuine driver for internal motivation
- To enhance trust in, and the reputation of, the pharmaceutical industry and healthcare communications
- To create an environment where success is accepted and valued

“Now firmly established as the highlight of the healthcare communications professionals’ calendar, the Communiqué Awards provide both a valuable showcase for outstanding work and an essential means by which to champion the highest possible standards”.

Sarah Matthew, Chair of judges,
Joint CEO, Virgo HEALTH
2011 Award categories

Communiqé Healthcare Communication Awards
- Best Communication of Scientific Data
- Best Communication of Survey, Market Research or Audit Data
- Best Medical Communications via Meetings or Congresses
- Best Professional Education Initiative
- Best Public Health Initiative
- Best Patient Initiative
- Best Healthcare Policy Programme
- Writing Excellence (Professional & Patient/Public)
- Excellence in Product Communications
- Excellence in Digital Communications
- Excellence in Healthcare Communications using Media Relations (UK)
- Excellence in Healthcare Communications using Media Relations (International)
- Excellence in Consumer Health Communications
- Best Healthcare Partnership
- Judges’ Special Award for Innovation

Communiqé Individual, Team and Organisation Awards
- In-House Team of the Year
- Young Achiever in Healthcare Communications
- Healthcare Communiqétor
- Healthcare Communications Advocate
- Patient or Professional Association of the Year

Communiqé Consultancy Awards
- Communiqé Small Independent Consultancy of the Year
- The Succinct Communications Award for Specialist Consultancy of the Year
- Communiqé Consultancy of the Year

Communiqé Industry Reputation Awards
- Award for Best Corporate Communications
- Award for Best Internal Communications
- Trust & Reputation Award

The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.
Once again it is my very great honour to be chairing the judging process for this year’s Communique Awards, which will be the fourteenth year of recognising the very best in healthcare communications. Now firmly established as the highlight of the healthcare communications professionals’ calendar, the Communique Awards provides both a valuable showcase for outstanding work and an essential means by which to champion the highest possible standards.

With such a rapidly and dramatically changing environment, there is a huge variety of valuable work being undertaken across the communications spectrum by healthcare companies and their consultancy partners. The definition of communications is increasingly broad as the discipline embraces digital technology and helps to define, build and protect reputations beyond brands. In recognition of this and as in all previous years, having sought extensive input, you will see there have been a few changes to some of the categories and the entry criteria. The intention is to provide the greatest possible opportunity to showcase excellence and diversity and thereby demonstrate the value of the work we do and more broadly, the difference we ultimately make in terms of better outcomes for patients.

I look forward to working with the judges to review and commend this year’s entries and to seeing you in July at the Awards presentation.

Sarah Matthew
Joint CEO, Virgo HEALTH
Confidentiality

Reporting the Awards results

You have total control of the information that may be disclosed when the results of the Awards are reported. In the published coverage of the Awards your entry will be strictly limited to:

- The content of the 100-word executive summary within your submission – Please ensure that this is prepared with due care and attention
- Client references – unless otherwise indicated on the entry form
- Stakeholder references – unless otherwise indicated on the entry form
- Visuals of the supplementary materials – unless otherwise indicated on the entry form

Confidentiality and the judging process

Every judge is required to sign a legally-binding confidentiality agreement before appointment. PMGroup also undertake to adhere to the same confidentiality agreement.

Judges will review anonymous entries – details of the consultancy will not be disclosed in the Healthcare Communications Awards categories. For this reason, please record only details of the product and client in the entry itself, and use the entry form to record all necessary entrant information. Any entries that include consultancy information in the submission will be disqualified.

Entries are delivered directly to the judges by hand and signed for.

Please indicate on the entry form if you require your entry and supporting materials to be returned to you, or destroyed by PMGroup after the Awards presentation.

The judging panels

Healthcare Communications panel – judges reviewing categories in the Healthcare Communications section of the Awards are selected for their professionalism, experience and expertise relating to specific categories. The panel includes a number of stakeholders and is divided into several groups of no more than six or seven judges per group. A maximum of three categories will be allocated to each group and judges will only have access to submissions within these categories.

A second independent panel of 15 highly respected senior personnel with experience in healthcare communications and business performance will review the entries in the remaining three sections:
- Individual, Team and Organisation Awards
- Industry Reputation Awards
- Consultancy Awards

Entrants shortlisted in the individual, team, organisation and consultancy award categories will be invited to attend a short presentation on Wednesday 25th May at the Royal College of Physicians, London NW1. The organisers will send invitations and details to entrants by Monday 16th May; therefore it is advisable for all entrants to hold this date open. See individual category details for information about what to prepare for the judging day.

As organisers of the Communiqué Awards, PMGroup recognises and understands the sensitive nature of the information submitted in your entries.

With this in mind, there are systems in place to ensure confidentiality at every stage of the judging process.
Judging

Pre-scoring the entries

Once the entries have been received and processed by PMGroup, anonymous copies of the two-page entry submissions will be delivered to the relevant judges in each category.

Each judge will review and score the entries based on the criteria specific to that category. It is important for entrants to realise that, at this stage, decisions will be made solely on the content of the written submission, as supporting materials will not be available until the judges meet together on the group judging day.

Group judging day

In May the judges meet in their groups to compare their first round scores and discuss entries within their specific categories in great detail. It is at this stage that supporting materials will be available and taken into consideration. Following rigorous discussion, the judges select the finalists, make commendations (where appropriate) and identify the winners for their categories. The judges’ decision is final and neither the organisers nor the judging panel will enter into individual correspondence about the results.

Judging criteria

While scoring entries the judges will allocate marks according to the specific criteria defined for each category. Details of these can be found in the individual category descriptions.

The judging panels reserve the right to disqualify or move entries into alternative categories from those originally entered, if they deem it applicable. The organisers will advise you if this is the case.

The finalists will be announced on www.pmlive.com following each judging session and all entrants notified directly.

“The Communique Awards judging process is extremely robust. Professional ethics are paramount for everyone involved.”

Karen Fraser, VP product marketing, Quintiles Communiqué Awards judge
How to enter

One entry form must be completed for each entry submission.

All submissions must be A4, paper-based and a maximum of two sides; no cover sheets or appendices may be attached. (See below for information on supporting materials).

Anonymise your entry (if entering categories 1-14). Do not include any entrant information or brand colours in your submission that will easily identify your agency/company (client and brand details are permitted); failure to follow this instruction will result in disqualification.

Write your entry specifically for the category entered; any submission entered into more than one category which has not been tailored to the relevant criteria but merely duplicated, will be disqualified.

Entries must be typed or typeset, with minimum 10pt font size and sufficient margin to accommodate a hole-punch.

Black and white or colour entries are admissible. Entries are photocopied, so DO NOT use tinted boxes or reversed-out type that may be difficult to reproduce. Should your entry be considered illegible by judges you risk disqualification.

Entrants should supply a selection of supporting visuals and materials relevant to each submission. These should fit into an A4 box file. Materials for each entry must be clearly labelled and submitted in a separate folder. If you are entering the Writing Excellence or Excellence in Digital Communications categories, please supply six sets of all supporting materials.

Entries must be accompanied by payment at the time of submission. Companies may enter work into more than one category, provided that each entry has been written specifically to address the relevant criteria. Each entry must also be accompanied by a separate entry form and set of supporting materials. One payment covering all entries is acceptable.

Eligibility

All entries must conform to and adhere to the letter and spirit of the PMCPA Code of Practice. Other common requirements of entries are that they should:

- **Address the needs** of the audience, provide value to and build trust with the stakeholder group
- **Deliver balanced, independent and compelling programmes**, that enable stakeholders to improve clinical practice, raise standards of patient care, enhance patient safety, improve access to treatment, or overcome other current treatment barriers
- **Enhance reputation** through trust and transparency
- **Fit the eligibility period as specified in each category.** Sales data from Q1/11 is admissible, providing it is clearly stated in your submission
- **Include a chronology and evidence of further development** if your entry has been entered in previous Communiqué Awards
- **Ensure your campaign or programme is Code compliant.** We reserve the right to disqualify an entry or rescind an Award should a breach of the Code be confirmed by PMCPA at any time
- **References should focus on outcomes** and indicate the value of the work in improving patient care and not simply be a reference for the agency/client.

“This programme has made a real difference to clinical practice and it’s great to see it recognised here.”

*Euro RSCG Life Medicom*

*Joint winner, Best Medical Education Programme for Physicians, 2010*
**Entry form and fee**

Each entry must be accompanied by a completed entry form, which must be authorised by the appropriate representatives of the agency and client.

**Entry is charged at £150 + VAT (£180) per entry. Cheques should be made payable to PMGroup; see entry form for details of how to pay by credit card or on invoice.**

**Closing date for entries is Friday 1st April 2011**

Entries cannot be withdrawn once the judging process has commenced and entry fees are non-refundable.

* A six-day extension will be permitted to Thursday 7th April, for the additional charge of £50 + VAT (£60) per entry.

**Multiple entries**

Photocopy the form before completing if you wish to submit multiple entries, or download additional forms from www.pmlive.com/awards

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**Coverage of the Awards**

The Communique Awards results are published in a special commemorative brochure, which is circulated to guests at the event. Coverage of the Awards and all the results are published on www.pmlive.com following the event.

Go to pages 26 & 27 to complete this year’s entry form.
Sponsors

We are very grateful to the following sponsors for their support of the 2011 Communique Awards.

Hill Knowlton
Health Group
Ketchum Pleon
Pegasus
Red Door Communications
redHealth
ROCK
succinct healthcare communications
Virgo Health

WEBER SHANDWICK
Advocacy starts here.

To find out about sponsorship opportunities at this year’s Awards, contact Chonell Roy on +44 (0)1372 414242, or email croy@pmlive.com

“The Communique Awards remains the essential healthcare communications awards ceremony, and we benefit from being aligned to this prolific scheme and the great work that’s being done in healthcare communications.”

Hill & Knowlton,
Sponsor, Excellence in Healthcare Communications using Media Relations (International)
This section recognises excellence and best practice in healthcare communications programmes and activities. For tips and advice when writing your entry, see pages 24 and 25, or go online at www.pmlive.com/awards

**Entry format**

1. **EXECUTIVE SUMMARY (MAX 100 WORDS)**
   If you are nominated for an Award, PMGroup may publish extracts from the executive summary you supply, so you should ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced except for quotes from clients and stakeholders, unless otherwise requested (see page 26). Your entry will remain confidential at all times.

2. **SITUATION/MARKET ANALYSIS**
   You should supply details of relevant background information, research and analysis, etc. Please note that it is essential to provide benchmark data/information that will enable judges to identify what changes have been brought about by your programme or initiative. Please also highlight any key messages and state how they relate to the strategy.

3. **OBJECTIVES**
   Clearly defined SMART objectives.

4. **STRATEGY**
   Explain the strategy adopted to meet the objectives stated.

5. **TACTICAL IMPLEMENTATION**
   Explain how the strategy was implemented in order to achieve your objectives.

6. **EFFECTIVENESS: OUTCOMES vs OBJECTIVES**
   The emphasis here is on clear demonstration of how outcomes were achieved against stated objectives. You must show clear evaluation of outputs and outcomes versus ambitious, but achievable objectives*. You must show the real benefit that your programme/initiative delivered for patients or stakeholders.

7. **CLIENT AND STAKEHOLDER VERDICTS**
   Provide quotes from the client and one or more stakeholder ensuring the feedback relates to outcomes and improvements in patient care. Quotes may be submitted as a letter, fax or email, supporting the overall effectiveness of the programme or activity. You should include contact details of referees for verification. If references are to be treated as confidential or may be used anonymously for publication, please make this clear on page 26.

8. **ORIGINAL BRIEF**
   Where possible, provide a copy of the original brief from the client, or relating to the campaign (you should include this in the supporting materials).

* further reading

See www.hca-uk.org for the HCA Evaluation Toolkit and the HCA Good Practice Guides to Media Relations and Working with Patient Groups.

“To win this Award is a great achievement for the team and most importantly for people with Hepatitis C.”

Health Mandate Principle
Winner, Best Healthcare Policy Programme, 2010
The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.

**Best Communication of Scientific Data**

This award recognises and commends initiatives that deliver balanced and compelling communication of scientific data, appropriate for specific stakeholder groups that help facilitate improved clinical understanding and/or practice, raise standards of patient care, enhance patient safety, improve access to treatment or overcome current barriers. In particular, recognising the skills in communicating and tailoring complex science in a suitable and transparent way for the relevant audience.

*Work conducted during the two-year period between January 2009 and December 2010 will be eligible.*

<table>
<thead>
<tr>
<th>Judging criteria</th>
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<tbody>
<tr>
<td>Clarity of objectives or definition of corporate intent 10</td>
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<tr>
<td>Communicating and tailoring complex science in an appropriate way for the audience 10</td>
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<tr>
<td>Creativity in content, tone, presentation style or delivery 10</td>
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<tr>
<td>Effectiveness – evidence for and measurement of successful outcomes against key objectives 10</td>
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**Best Communication of Survey, Market Research, or Audit Data**

In this category the judges are looking for initiatives that created insight from the data and then effectively communicated the results of qualitative or quantitative research, reports or surveys. Initiatives will have been undertaken among specific stakeholder groups and/or organisations with such aims as:

- Identifying, highlighting and addressing educational needs
- Raising awareness of issues
- Improving access to medicines
- Confronting misconceptions and clarifying facts
- Meeting the strategic goals of the Company
- Identifying policy solutions, improving standards of commissioning and delivery of services for patients
- Reaching an improved standard of care

*Work conducted during the two-year period between January 2009 and December 2010 will be eligible.*

<table>
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<tbody>
<tr>
<td>Clarity of objectives 10</td>
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<tr>
<td>Clearly defined strategy 10</td>
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<tr>
<td>Creativity in content, tone, presentation style or delivery 10</td>
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<tr>
<td>Effectiveness – evidence for and measurement of successful outcomes against key objectives 10</td>
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**Best Medical Communications via Meetings or Congresses**

This award recognises meetings or congresses that facilitate the integration of clinical expertise and experts in the field, who are known and respected by their peers for their dedication and integrity. The meetings or congresses should provide innovative and lasting contributions to clinical practice, (e.g. guidelines for treatment, consensus statements, opinion forming proceedings and changes to opinion in clinical practice) that will improve standards of healthcare in the future.

Entries must show how the activity has developed or enhanced relationships with key clinical groups or associations, to disseminate expertise and clinical experience to a wider audience. They must provide evidence of being a relevant and strongly educational programme to increase awareness and knowledge of effective treatment, optimise patient care pathways for the management of a condition or disease and ultimately improve standards of care.

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<tbody>
<tr>
<td>Clarity of objectives 10</td>
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<tr>
<td>Clearly defined strategy 10</td>
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<tr>
<td>Creativity or innovation in content, presentation or delivery (allowing for level of competition for meetings in given therapeutic area) 10</td>
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<tr>
<td>Evidence that the activity has developed or enhanced relationships with key clinical groups or associations 10</td>
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<tr>
<td>Evidence of overall educational value 10</td>
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<tr>
<td>Effectiveness – evidence for and measurement of successful outcomes against key objectives 10</td>
</tr>
</tbody>
</table>

*Remember:* anonymise your entry
**Best Professional Education Initiative**

This category recognises initiatives that are designed to deliver value and create solutions for clinical problems and improve the quality of information about therapy areas and/or treatment for patients and raise standards of patient care. Evidence must be provided to show how the initiative developed or enhanced relationships with key clinical groups or associations. These may be, for example, physicians, pharmacists, nurses, PCTs or other payers.

Eligible initiatives should be for a single group or range of healthcare professionals and:

- Identify and address specific educational needs
- Have had a positive impact on professional development
- Improve the quality of information about a condition
- Raise standards of clinical practice and patient care

*Work conducted during the two-year period between January 2009 and December 2010 will be eligible.*

**Judging criteria**

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation or delivery
- Customer focus – how well the programme met the educational needs of the physicians
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Best Public Health Initiative**

This category recognises programmes aimed at increasing public awareness and sense of responsibility, for maintaining public health to prevent the onset of disease. Entries should show promotion of healthy lifestyles and provision of health information and advice and improve a specific aspect(s) of healthcare and/or reduce health inequalities and/or other societal goals relevant to health.

*Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.*

**Judging criteria**

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation or delivery
- How well the programme identified and addressed the specific educational needs of the audience
- Effectiveness – evidence for and measurement of successful outcomes against key objectives, demonstrating evidence of new or changed perceptions and sustainability among the target group

**Best Patient Initiative**

This award commends initiatives that provide much needed patient information in the spirit of high standards of education that successfully achieve one or more of the following:

- Advancing or improving understanding of a condition or its treatment
- Helping improve diagnosis
- Ensuring that medicines are taken correctly
- Enhancing patient safety
- Improving access to treatment

*Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.*

**Judging criteria**

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation or delivery
- How well the programme identified and addressed the specific educational needs of the audience
- Effectiveness – evidence for and measurement of successful outcomes against key objectives, demonstrating evidence of new or changed perceptions and sustainability among the target group

[Help for tips and advice go to www.pmlive.com/awards]
Best Healthcare Policy Programme

This category recognises programmes that involve engagement with one or more key stakeholder group(s) (national, regional or European) to develop and broaden debate with clinical, governmental, public and/or other stakeholders, in order to achieve policy change that will lead to:

- Improvements in outcomes by challenging inequality of health outcomes, clinical care or access to medicines or services
- Improving clinical practice, planning, coordination or delivery of services and standards of treatment

Work conducted during the two-year period between January 2009 and December 2010 will be eligible.

Judging criteria

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation or delivery
- Evidence of change effected through communication with national, regional and/or European policy makers
- Evidence of support from a range of interested stakeholders e.g. healthcare professionals and patient representatives
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

Writing Excellence

These awards recognise excellence in different writing styles, demonstrated by members of an in-house PR, medical education, professional relations or marketing department, freelance writer or consultancy staff.

Entrants may submit either single items or a variety of examples of writing from the same communications programme. Entries may be for professional material (e.g. scientific papers, peer-review publications) and/or material written for the public or patient (e.g. educational materials, websites, leaflets and newsletters).

Please credit the writer of each piece. Entrants should supply six sets of each item referred to in the submission.

Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

Judging criteria

- Clarity of objectives
- Quality of the strategy
- Appropriate use of language for the audience defined in the objectives
- Creativity or innovation in use of language
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

Excellence in Product Communications

This category recognises best practice in pharmaceutical product communications. Judges will be looking for:

- Responsible initiatives that deliver effective communications for the company and the product in an appropriate manner, together with clear benefits for stakeholders
- Initiatives that ensure appropriate awareness, knowledge, and use of products that improve understanding of, and trust in, the company and product, and deliver improvements in healthcare
- Initiatives that enhance the reputation of the industry

Entrants should note that initiatives can relate to products at any stage of the life cycle and be prepared with either patients or HCPs as the audience.

OTC product initiatives should be entered in the Consumer Health category (see page 15).

Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

Judging criteria

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation or delivery
- Customer focus – identification and clear delivery of key messages to the audience(s) for whom the programme was designed
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

Remember: anonymise your entry
The image contains a page from a document discussing categories for healthcare communications. It includes information about the Excellence in Digital Communications category, which commends the provision of well-designed, balanced, up-to-date, and credible healthcare education or information initiatives delivered via a digital channel or channels, to specific stakeholder groups, with clearly defined objectives that complement or replace more traditional communication channels, as part of an integrated overall initiative or alone. The section also mentions the need to demonstrate how digital initiative fits within overall digital strategy and be clear about how you measured the activity and the impact it had. Judges will be looking for proven benefits for patients, together with feedback from professional organisations, opinion leaders, and the end-user.

For the Excellence in Healthcare Communications using Media Relations (UK) category, this section recognizes the impact and effectiveness of a UK media relations programme in terms of outcomes achieved as a direct result of the quality and depth of coverage within the target media. Entries are invited for both professional and public or patient campaigns. You need to demonstrate fully how you measured the activity and the impact it had, as judges will be looking for proven benefits for patients, together with feedback from professional organisations, opinion leaders, and the end-user.

The Excellence in Healthcare Communications using Media Relations (International) category recognizes the impact and effectiveness of an international media relations initiative in terms of outcomes achieved as a direct result of the quality and depth of coverage within the target media. International is defined as a minimum of three markets (which may include the UK). Entries are invited for both professional and public or patient campaigns. You need to demonstrate fully how you measured the activity and the impact it had, as judges will be looking for proven benefits for patients, together with feedback from professional organisations, opinion leaders, and the end-user.

Criteria applicable to both Media Relations categories:

- Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

- It is essential that you specify which (if any) coverage was paid for and the budget allocated for the campaign or project by band:
  - Band A: below £50k
  - Band B: £50k-£100k
  - Band C: £100k-£150k
  - Band D: £150k+

* If you are unable to provide budget band information, please state the reason in your submission.

You should state where your campaign was devised and how it was measured – locally, or by an overseas office, and who achieved the coverage.

**Judging criteria:**

- Clarity of objectives
- Clearly defined strategy
- Creativity or innovation in content, presentation, or delivery and usability
- Customer focus – how well the digital media met the needs of the audience
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

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**Excellence in Digital Communications...cont'd**

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**Excellence in Consumer Health Communications**

This award recognises the successful outcomes delivered by a communications initiative in supporting a non-prescription product, device, or POM to P switch. The initiative should illustrate clearly defined objectives and demonstrate how these fit within the broader marketing mix. You will need to show evidence of how the initiative contributed to building product awareness with health professionals, patients or other stakeholder groups.

Mature OTC products are eligible for this category, including any brand revitalisation activities, providing they have seen activity in the period specified.

*Work conducted during the two-year period between January 2009 and December 2010 will be eligible.*

**Judging criteria**

- Clearly defined strategy
- Clarity of objectives and identification of the customer group
- Creativity or innovation in content, presentation or approach
- How well the programme identified and delivered specific and appropriate key messages for the customer group
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Best Healthcare Partnership**

This category recognises work undertaken in partnership with stakeholders in the UK and/or in Europe that demonstrate how their co-operation has improved mutual understanding and trust, and delivered improvements in standards of healthcare.

Judges are looking for evidence of a two-way dialogue, joint learning and joint benefits. Programmes should demonstrate a ‘win-win’ for all partners and delivered outcomes over a given time period. Work submitted in this category should not be media driven and should demonstrate long-term initiatives.

*Work conducted during the three-year period between January 2008 and December 2010 will be eligible.*

**Judging criteria**

- Clearly defined strategy
- Clarity of objectives for the partnership
- Evidence of understanding of the needs of the healthcare partner
- Demonstration of a two-way partnership and evidence of a sustained relationship
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Judges’ Special Award for Innovation**

The judges will select the winner of this award from all entries submitted in the previous categories.

**Excellence in Consumer Health Communications**

- Clearly defined strategy
- Clarity of objectives and identification of the customer group
- Creativity or innovation in content, presentation or approach
- How well the programme identified and delivered specific and appropriate key messages for the customer group
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Best Healthcare Partnership**

- Clearly defined strategy
- Clarity of objectives for the partnership
- Evidence of understanding of the needs of the healthcare partner
- Demonstration of a two-way partnership and evidence of a sustained relationship
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Judges’ Special Award for Innovation**

The judges will select the winner of this award from all entries submitted in the previous categories.

**Excellence in Consumer Health Communications**

- Clearly defined strategy
- Clarity of objectives and identification of the customer group
- Creativity or innovation in content, presentation or approach
- How well the programme identified and delivered specific and appropriate key messages for the customer group
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Best Healthcare Partnership**

- Clearly defined strategy
- Clarity of objectives for the partnership
- Evidence of understanding of the needs of the healthcare partner
- Demonstration of a two-way partnership and evidence of a sustained relationship
- Effectiveness – evidence for and measurement of successful outcomes against key objectives

**Judges’ Special Award for Innovation**

The judges will select the winner of this award from all entries submitted in the previous categories.
In-House Team of the Year

This award recognises the quality within any in-house communication team and is open to both product-focused and corporate teams. Entries are invited from stand-alone communications/PR teams, medical education or product/therapy communications, CSR, partnership, internal teams, or any combination, or integration thereof.

Healthcare communications consultancies may also nominate an in-house team, providing the relevant authorisations are completed. The team can be domestic, regional or international.

Entries must include a print quality colour photograph of the team and state the number of people in the team.

Shortlisted entrants will be invited to attend a short presentation with an independent judging panel on Wednesday 25th May at the Royal College of Physicians, London NW1. The organisers will send invitations by Monday 16th May, therefore it is advisable for up to four members of your team to hold the date open. You may use slides or other materials in your presentation which should last no longer than 10 minutes and enhance your entry. Following your presentation the judges will ask questions relating to your submission and the healthcare sector.

Entry format

1. EXECUTIVE SUMMARY (MAX 100 WORDS)
   If you are nominated for an Award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and your entry will remain confidential at all times.

2. OBJECTIVES FOR 2010

3. COMMUNICATIONS ISSUES FACED

4. KEY ACTIVITIES

5. EVIDENCE OF CROSS-FUNCTIONAL WORKING

6. EFFECTIVENESS

7. CONCLUSION
   State briefly why your team should win this Award, including any point of difference or industry-leading approaches or initiatives.

Judging criteria

- Clarity of objectives
- Evidence of championing responsible healthcare communications internally
- Evidence of managing internal change
- Evidence of product and/or corporate and/or policy and/or internal campaign success
- Evidence of effective media management
- Building understanding within the organisation throughout 2009
- Effectiveness – outcomes vs objectives set

“It’s great to have the fantastic work of the partnership acknowledged in this way.”

Abbott Nutrition and the Royal College of Nursing
Winner, Best Professional Education Programme, 2010
**Young Achiever in Healthcare Communications**

This award is open to professionals working in any communications role, for example, in-house in industry, for a PR, medical education/communications consultancy, for a charity or patient advocacy group, who were **under the age of 30 on 31st December 2010**. Nominations can be accepted directly from the individual themselves or their employer, who should outline why they feel the nominee should win the award.

Entries should be accompanied by a signed reference from at least **one** (maximum three) third-party (client or media). All references must be supported by full contact details.

**Entries must include a print quality colour photograph of the nominee.**

Shortlisted entrants will be invited to attend a short presentation with an independent judging panel on **Wednesday 25th May** at the Royal College of Physicians, London NW1. The organisers will send invitations by Monday 16th May, therefore it is advisable for entrants to hold the date open. You may use slides or other materials in your presentation which should last no longer than 10 minutes and enhance your entry. Following your presentation the judges will ask questions relating to your submission and the healthcare sector.

1. **EXECUTIVE SUMMARY (MAX 100 WORDS)**
   If you are nominated for an Award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and your entry will remain confidential at all times.

2. **CAREER HISTORY TO DATE**

3. **KEY ACHIEVEMENTS IN 2010**

4. **CLIENT AND/OR THIRD-PARTY FEEDBACK**

5. **MOST SIGNIFICANT ACHIEVEMENT IN 2010**
   In addition to the standard two-page submission, entrants must provide, on a separate sheet, a more detailed description of their most significant achievement in 2010. You should be able to demonstrate how you have made a difference to your company, employer, clients and/or to the reputation of industry. The description should not exceed 1,000 words. Supporting materials, graphics and photographs may be included, if applicable.

**Judging criteria**

- Evidence of leadership qualities and/or team player
- Evidence of achievements in career to date
- Evidence of achievements through communications programmes in 2010
- Quality of third-party/stakeholder references
- Evidence of commitment to best practice and determination to enhance industry reputation
- Evidence of how the entrant has made a demonstrable difference to their company, to their clients and/or to the reputation of the industry

Young Achiever of the Year winner 2010: Nicky Walsby, Red Door Communications
Your nominations are required for this category

This award recognises outstanding personal achievement in healthcare communications in 2010 from a single individual currently working in the pharmaceutical or healthcare communications sector. They may be working in the industry or on the consultancy side. If you would like to nominate someone, complete the form at www.pmlive.com/awards or let us know by filling in the section on the entry form (page 26).

Healthcare Communications Advocate

Your nominations are required for this category

This special award will be presented to an individual who has made an outstanding contribution through healthcare communication to public health throughout their career. Nominations for this category may include a member of a government body, a charity representative or campaigner, a journalist, or a stakeholder within the healthcare system. If you would like to nominate someone, complete the form at www.pmlive.com/awards or let us know by filling in the section on the entry form (page 26).

To nominate someone for these Awards go to www.pmlive.com/awards

Healthcare Communications Advocate 2010:
Dame Julia Neuberger
Patient or Professional Association of the Year

This category is open to any patient or professional association, charity or support group based in the UK or Europe. Entries may be submitted by pharmaceutical companies and/or consultancies on behalf of a patient or professional association.

The winner will receive a donation of £1,000 on the night of the Awards, donated by the sponsor, Red Door Communications.

Entry format

1. EXECUTIVE SUMMARY (MAX 100 WORDS)
   If you are nominated for an award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and the main content of your entry will remain confidential at all times.

2. WHAT WERE YOUR GOALS FOR 2010?
3. WHAT CHALLENGES DID THE ORGANISATION FACE?
4. KEY ACTIVITIES
5. ACHIEVEMENTS
6. CONCLUSION

State briefly why the organisation or association deserves this award.

Judging criteria

- Clarity of objectives set for 2010
- Evidence of success in implementing support programmes or campaigns between January and December 2010, as well as sustained achievements to date
- Proven tangible benefits for the association and for patients
- Demonstration of innovative and cost-effective use of both internal and external resources
- Effectiveness – achievements vs goals set

“This Award is for the 240,000 people in the UK living with colitis or Crohn’s disease. It means everything to us, our trustees and our ambassadors who were brave enough to tell their story.”

Healthcare Solutions PR
Winner, Best Patient Healthcare Programme, 2010
Communiqé Industry Reputation Awards

**Award for Best Corporate Communications**
This category is open to all pharmaceutical companies and commends an organisation’s commitment to external communications to help achieve the company’s mission, strategic business objectives and any corporate social responsibility programmes undertaken to benefit the community. Work should relate to external activities and may include key stakeholder relationship activity, corporate sponsorships, issues preparedness and/or management, charitable work and corporate social responsibility programmes.

**Judging criteria**
- Clarity of objectives based on a clearly defined rationale
- Well-defined strategy aligned to the objectives
- Quality of implementation
- Innovative use of available resources
- Effectiveness – outcomes vs objectives; a clear demonstration of how the activity(ies) effected change or brought about action

**Award for Best Internal Communications Programme**
This award recognises an organisation’s commitment to internal communications to help achieve the organisation’s mission and strategic business objectives. In addition, judges are looking for any organisational change and development within, with an awareness of the operational objectives. Submissions are invited from pharmaceutical companies and may include employee education and award programmes.

**Judging criteria**
- Clarity of objectives based on a clearly defined rationale
- Well-defined strategy aligned to the objectives
- Quality of implementation
- Innovative use of available resources
- Effectiveness – outcomes vs objectives; a clear demonstration of how the activity(ies) effected change or brought about action

**Trust & Reputation Award**
This category recognises communications initiatives driven by pharmaceutical companies or professional associations that have been conducted with the specific aim of building trust in and enhancing the reputation of the pharmaceutical industry.

**Judging criteria**
- Clarity of objectives
- Well-defined strategy
- Quality of implementation
- Innovative use of available resources
- Effectiveness – outcomes vs objectives; a clear demonstration of how the initiative(s) built trust and enhanced industry reputation

Entrants should use the entry format specified on page 10 for the categories in this section.
Communiqué Consultancy Awards

Communiqué Small Independent Consultancy of the Year

This category is open to any independent healthcare communications, PR or medical education consultancy employing 15 or fewer full-time account handlers. Submissions should include: date of incorporation, staff numbers employed (split executive and support staff) and key clients.

Entries should be accompanied by signed references from at least one (maximum three) client(s) and key stakeholder(s). All references must be supported by full contact details.

Entries must include a print quality colour photograph of the company.

Shortlisted entrants will be invited to attend a short presentation with an independent judging panel on Wednesday 25th May at the Royal College of Physicians, London NW1. The organisers will send invitations by Monday 16th May; therefore it is advisable for entrants to hold the date open. You may use slides or other materials in your presentation which should last no longer than 10 minutes and enhance your entry. Following your presentation the judges will ask questions relating to your submission, business performance and the healthcare industry.

1. EXECUTIVE SUMMARY (MAX 100 WORDS)
If you are nominated for an award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and your entry will remain confidential at all times.

2. CONSULTANCY’S ACHIEVEMENTS IN 2010

3. FINANCIAL GROWTH
Provide data/evidence to support your entry

4. KEY ACCOUNT/CLIENT ACHIEVEMENTS IN 2010

5. CLIENT AND BRAND RETENTION AND SATISFACTION

6. PEOPLE INVESTMENT
Including staff retention, training and development

7. CLIENT AND/OR THIRD-PARTY FEEDBACK

8. CONCLUSION
State briefly why your consultancy deserves this award, including any point of difference or industry-leading approaches or initiatives

Judging criteria

- Business strategy and positioning of the agency within the marketplace
- Evidence of successful communications initiatives
- Evidence that your work has contributed to enhancing the reputation of the client company/industry
- Financial performance
- Client and brand retention and satisfaction
- Quality of third-party client and stakeholder feedback
- People management and development strategy
- Record in attracting and retaining staff
- Results achieved with resources available
- Demonstration of innovation within sector
- Effective evaluation methods to measure own company performance
The Succinct Communications Award for Specialist Communications Consultancy of the Year

This category is open to any communications consultancy or agency specialising in a particular field within the healthcare industry. Specialisms may be, for example, medical communications, digital, policy, media relations, training. Submissions should include: date of incorporation, staff numbers employed (split executive and support staff) and key clients.

Entries should be accompanied by signed references from at least one (maximum three) client(s) and key stakeholder(s). All references must be supported by full contact details.

Entries must include a print quality colour photograph of the company.

Shortlisted entrants will be invited to attend a short presentation with an independent judging panel on Wednesday 25th May at the Royal College of Physicians, London NW1. The organisers will send invitations by Monday 16th May; therefore it is advisable for entrants to hold the date open. You may use slides or other materials in your presentation which should last no longer than 10 minutes and enhance your entry. Following your presentation the judges will ask questions relating to your submission, business performance and the healthcare industry.

1. EXECUTIVE SUMMARY (MAX 100 WORDS)
   If you are nominated for an award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and your entry will remain confidential at all times.

2. CONSULTANCY’S ACHIEVEMENTS IN 2010

3. FINANCIAL GROWTH
   Provide data/evidence to support your entry.

4. KEY ACCOUNT/CLIENT ACHIEVEMENTS IN 2010

5. CLIENT AND BRAND RETENTION AND SATISFACTION

6. PEOPLE INVESTMENT
   Including staff retention, training and development.

7. CLIENT AND/OR THIRD-PARTY FEEDBACK

8. CONCLUSION
   State briefly why your consultancy deserves this award, including any point of difference or industry-leading approaches or initiatives.

Judging criteria:
- Business strategy and positioning of the agency within the marketplace
- Evidence of successful communications initiatives
- Evidence that their work has contributed to enhancing the reputation of the client company/industry
- Financial performance
- Client and brand retention and satisfaction
- Quality of third-party client and stakeholder feedback
- People management and development strategy
- Record in attracting and retaining staff
- Results achieved with resources available
- Demonstration of innovation within sector
- Effective evaluation methods to measure own company performance
**Communique Consultancy Awards...cont’d**

**Communique Communications Consultancy of the Year**

Open to any communications consultancy or agency working in the healthcare environment with more than 15 members of staff. Submissions should include: date of incorporation, staff numbers employed (split executive and support staff) and key clients.

Entries should be accompanied by signed references from at least one (maximum three) client(s) and key stakeholder(s). All references must be supported by full contact details.

**Entries must include a print quality colour photograph of the company.**

Shortlisted entrants will be invited to attend a short presentation with an independent judging panel on **Wednesday 25th May** at the Royal College of Physicians, London NW1. The organisers will send invitations by Monday 16th May; therefore it is advisable for entrants to hold the date open. You may use slides or other materials in your presentation which should last no longer than 10 minutes and enhance your entry. Following your presentation the judges will ask questions relating to your submission, business performance and the healthcare industry.

**Entry format**

1. **EXECUTIVE SUMMARY (MAX 100 WORDS)**
   If you are nominated for an award, PMGroup may publish extracts from this summary, so ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced and your entry will remain confidential at all times.

2. **CONSULTANCY’S ACHIEVEMENTS IN 2010**

3. **FINANCIAL GROWTH**
   Provide data/evidence to support your entry.

4. **KEY ACCOUNT/CLIENT ACHIEVEMENTS IN 2010**

5. **CLIENT AND BRAND RETENTION AND SATISFACTION**

6. **PEOPLE INVESTMENT**
   Including staff retention, training and development.

7. **CLIENT AND/OR THIRD-PARTY FEEDBACK**

8. **CONCLUSION**
   State briefly why your consultancy deserves this award, including any point of difference or industry-leading approaches or initiatives.

**Judging criteria**

- Business strategy and positioning of the agency within the marketplace
- Evidence of successful communications programmes
- Evidence that their work has contributed to enhancing the reputation of the client company/industry
- Financial performance
- Client and brand retention and satisfaction
- Quality of third-party client and stakeholder feedback
- People management and development strategy
- Record in attracting and retaining staff
- Results achieved with resources available
- Demonstration of innovation within sector
- Effective evaluation methods to measure own company performance

The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.
Judges' tips

**Do’s**
- Do get your point across quickly and simply – remember judges review lots of entries
- Do be authentic – retrospectively constructed objectives are easy to spot
- Do show a clear link between strategy, objectives, tactics and outcomes
- Do show evidence of a strong strategy – don’t make assumptions
- Do use simple explanations and clear, punchy language
- Do explain what you wanted to achieve and why – we need to know the problem, not just the solution
- Do say why you approached the problem in this way – what were the critical success factors and were there any difficult circumstances to overcome at the time of execution?
- Do be careful regarding statement of commercial objectives with educationally accredited programmes. If you enter a CME or CPD programme the judges will be watching for any commercial bias and for compliance with recognised guidelines
- Do state what gave your campaign the competitive edge and if the proposed solution was innovative
- Do state if this campaign was the first of its kind
- Do ensure the evaluation and outcomes really do marry up with the SMART objectives you set out to achieve
- Do tell us how and where the results made a difference for the audience and the client
- Do identify who did what between client and agency – roles and responsibilities
- Do remember – judges are looking for entries that make them think “I wish I had thought of that” or “That’s an initiative/activity I would have been proud to be associated with”

**Don’ts**
- Don’t be afraid to show what the programme or activity looked like – a picture says a thousand words
- Don’t be too formulaic – creativity is very important and remember less is often more
- Don’t use complex sentences and ‘clever’ words
- Don’t overuse marketing jargon
- Don’t overstare your initiative – if it was a meeting series, say so
- Don’t make apologies for using a standard tactic; explain that it was precisely what was required – flawlessly executed, of course
- Don’t assume the judges know the ins and outs of your disease/therapy area – ensure you explain enough to help them understand, but not so much as to complicate the entry
- Don’t assume the judges will get to see your materials on the day – if your entry doesn’t make the cut on the first round of scoring, they won’t see any additional items that you send in. If an innovative tactic was involved, make sure it is represented or depicted properly in the submission itself

“The Communiqué Awards enables talent and capability within our industry to be put under the public spotlight, where it’s reviewed within a very, very rigorous, transparent and objective judging process.”

Stuart Rose, managing director, Merz Pharma Communiqué Awards judge

**Final tip**
Once you have written your entry, let a colleague who knows nothing about the activity or programme read it. If they don’t understand something, then neither will the judges!
Checklist

Before sending us your entry, check you’ve done the following

Is your entry...

☐ A two-page A4 submission, paper-based, with no appendices or attachments?

☐ Typed or typeset, in black and white or colour? Entries are photocopied, so do not use tinted boxes or reversed-out type

☐ Minimum 10pt font and has a margin that will accommodate a hole-punch?

☐ Anonymous? If entering categories 1-15 in your submission, you must not include any information that identifies the entrant/consultancy. Use the entry kit to record your details

☐ Clear, concise and clearly laid out?

☐ Honest and authentic?

☐ Interesting, compelling to read and tells a story?

☐ Legible? If judges can’t read it, it may be disqualified

Does your entry...

☐ Follow the entry and judging criteria?

☐ Keep a careful balance between content, data, presentation and text?

☐ Include benchmark data, critical success factors and key messages?

☐ Demonstrate the innovation and creativity of the activity, project or programme?

☐ Provide evidence of the patient benefits and outcomes?

☐ Show the sort of evaluation methods you employed?

☐ Include feedback from clients and/or stakeholders supporting the overall effectiveness of the programme, indicating the value of the work in improving patient care?

☐ Include contact details for verification?

☐ Included a high resolution, print quality, colour photograph where specified?

☐ Made a note of the judging day (Wednesday 25th May) if you are entering Young Achiever, Patient or Professional Association, In-House Team or Consultancy of the Year categories?

☐ Filled in an entry form for each submission?

☐ Enclosed full payment covering all entries?

Have you...

☐ Written your entry specifically for the category being entered? Failure to do this may result in disqualification

☐ Focused your efforts? Invest time and effort in writing your entry submission - it must stand out from the rest and will pass or fail in the first-round of judging on the two-page submission alone

☐ Provided all items you refer to in your entry as supplementary materials? If your entry makes the first-round cut, judges will want to see the items in full on the judging day

☐ Supplied any press cuttings in full, with publication details clearly marked? DVDs must be formatted to play on a PC

☐ Supplied six sets of each item referred to in your entry if you are entering Writing Excellence?

☐ Included all website details including any passwords required to access any site you mention in your entry?

☐ If entering Excellence in Healthcare Communications using Digital Media, provide six sets of any hard copy samples showing digital activity if applicable

☐ Included the original client/campaign brief?

“Seeing real benefits for patients is what counts.”

Baxter Healthcare
Joint winner, Best Medical Education Programme for Physicians, 2010
Entry fees
Each entry: £150 + VAT (£180) Extension fee: £50 + VAT (£60)
Charity/association rate
Entries are free of charge

To pay by credit card please provide the following information
Type of card: MasterCard [ ] Visa [ ] Maestro/Switch [ ]
Please note we do not accept Diners Club or American Express
Credit card number __________________________
Expiry date __________ Start date (Maestro/Switch) __________
Issue No. (Maestro/Switch) __________________________
3-digit security number on back of card __________________________
Address to which the credit card is registered __________________________
Postcode __________________________

If you don’t wish to put this information on the entry form itself, please provide the above information on a separate sheet and place in a clearly marked envelope with your entry/ies. If you have any queries regarding payment, please contact Debbie Tuesley on +44 (0)1372 414221

General Information
Deadline for entries is 5pm on Friday 1st April 2011*. Entries may be withdrawn only upon written request, provided the judging process has not started. Please note, however, that entry fees are non-refundable. Entries received without payment will not be processed
Cheques should be made payable to PMGroup
Please send your completed entries to: Debbie Tuesley, Communiqué Awards 2011, Mansard House, Church Road, Little Bookham, Surrey KT23 3JG
Please note that this entry form can also be viewed and downloaded from our website: www.pmlive.com/awards
The Communiqué Awards will take place on Thursday, 7th July 2011 at the Grosvenor House, Park Lane, London.
Book tickets at www.pmlive.com/awards
* A six-day extension will be permitted to Thursday 7th April for the additional charge of £50 + VAT (£60) per entry.

Useful Contacts
Entry enquiries or dinner bookings:
Debbie Tuesley
Tel: +44 (0)1372 414221
Email: dtuesley@pmlive.com
Sponsorship details:
Chonell Roy
Tel: +44 (0)1372 414242
Email: croy@pmlive.com
To book an outreach meeting:
Louise Bellamy
Tel: +44 (0)1372 414253
Email: lbellamy@pmlive.com

Healthcare Communiquétor of the Year
I wish to nominate ____________________________ for this award, because ____________________________
Position and company of the person you are nominating ____________________________
Their email address is ____________________________

Healthcare Communications Advocate
I wish to nominate ____________________________ for this award, because ____________________________
Position and company of the person you are nominating ____________________________
Their email address is ____________________________

Tick box if applicable:
☐ I authorise PMGroup to return all materials relating to this entry after the event
☐ I authorise PMGroup to destroy all materials submitted
☐ I do not authorise PMGroup to publish the client quotes that I have supplied
☐ I do not authorise PMGroup to publish the stakeholder quotes that I have supplied
☐ I do not authorise PMGroup to publish the quotes that I have supplied without names, but attributed to a position.

Should you require further space for your nominations, please go to www.pmlive.com/nominate
### Entry form (Please use block capitals)

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### Client/Company authorisation: I have read and accepted the conditions for entry and I approve this entry for the Communique Awards 2011.

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The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.