Best Internal Communication Project
This category rewards internal communication work that enhanced employee engagement and organisational culture.

1 What was the brief/objective e.g the problem to be solved or opportunity to be grasped?
10 points ***100 word limit***

2 Who were the target stakeholders/publics to be reached and what did you need them to do?
10 points ***100 word limit***

3 What was the strategy and plan of action undertaken to deliver the objective?
20 points ***450 word limit***

4 What outputs were delivered?
For example, staff morale, event attendance, online/email engagement. This is both quantitative and qualitative measures of outputs.
20 points ***300 word limit***

5 What was the impact of your campaign?
Emphasise how your work made a difference. Show that you delivered the impact the organisation wanted, and met the objectives.
20 Points weighted x 2 **400 word limit**

6 What was unique/innovative about this campaign?
20 points ***150 word limit***