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| **Entrant’s name** | **Division & category:**  |
| **Entrant’s organization/school:**  | **Time period of project – inclusive dates of the project** |
| **Entry title:** |
| **Your team members’ name (if applicable):** |
| **Project description:** ONLY THREE (3) SENTENCES which may be used as the entry’s official description for Award write-ups |

Please complete the online entry form by answering the following questions. Limit your answers to 600 words per question.

1. Describe your organization.
2. Describe the business need that led to this project being undertaken.
3. Who was (were) the audience(s) for this project? What do you know about them in relation to the communication opportunity?
4. List up to three key measurable objectives for the project and describe how these are aligned with the need.  How well did the project meet the objectives?
5. State up to three key messages for the project.
6. Describe the resources (budget, time, others) available for the project and how effectively they were managed.
7. Provide a brief summary of how you used these insights (business need, audiences, objectives, and key messages) to guide the development of your project.
8. How well were the measurable objectives met? Show the relationship between the objectives you set and the results you achieved.

REMINDERS:

* Provide the required information for all eight (8) sections.
* Your work plan must be no more than four (4) pages of this template.
* Make sure your work samples are submitted together with this work plan.
* Convert this file to PDF and submit via www.philquill.com as your work plan.
* Delete these reminders once your work plan is complete.