



RECOGNIZING INNOVATION AND BEST PRACTICE IN STRATEGIC COMMUNICATION

scm  
BUSINESS PERFORMANCE  
AWARDS

CLOSING DATE FOR ENTRIES: December 10, 2004



Victoria Mellor, Chair of  
the Judging Panel, CEO,  
Melcrum Publishing

We are delighted to announce the launch of the **Strategic Communication Management Business Performance Awards 2005**.

As the publishers of *Strategic Communication Management* – currently the world's number one subscription publication for communicators – Melcrum has championed excellence and innovation in communication over the past eight years.

Now, the **SCM Business Performance Awards** will acknowledge and celebrate best practice in strategic communication around the globe, showcasing the very best examples of how communication can improve business performance and turn strategy into action.

We've made these Awards as easy as possible for busy practitioners to participate in. There are just four categories, and the Awards are free of charge to enter and open to any business person whose communication efforts have had a positive and demonstrable impact on organizational performance.

We hope that includes you, and that you will take advantage of this unique opportunity to benchmark your efforts against other organizations and gain global recognition for you and your team.

I do hope you'll join us in March, 2005.

*Victoria Mellor*



## ORGANIZED BY



Melcrum lies at the heart of the communication profession worldwide with subscribers and customers in over 90 countries.

Through the publications *Strategic Communication Management* and *The Business Communicator*, plus numerous reports and manuals, Melcrum has become an authority on best practice in organizational communication.

Melcrum also produces cutting-edge research through its membership group for senior communicators, *The Strategic Communication Research Forum*. Recent projects include in-depth reports on *Effective Line Manager Communication* and *Internal Communication Measurement*.

Our customers regularly network and share experiences through the *Communicators' Network* online discussion forum and at our popular series of *Strategic Communication Management Summits* held in Chicago, London, New Orleans and Sydney. For more information see [www.melcrum.com](http://www.melcrum.com)

## SUPPORTING PUBLICATION

# scm

*Strategic Communication Management* is the “one-stop” guide for today’s professional communicator. In every issue, you’ll find practical ways to take a strategic approach to communication.

scm’s editor Mandy Thatcher says: “It’s exciting watching the communication industry make its steady transition from the department that produces company newsletters, to a function with the skills and knowledge to identify solutions to the many problems that arise as a result of poor organizational communication.



“scm has long been seeking out examples of the kind of communication that makes a difference to business. Now, the **scm Business Performance Awards** will provide the accolades that the practitioners behind these efforts deserve.”



## CATEGORIES

### 1. Most effective communication of business strategy

Employees who feel connected to the organization and its direction, and who understand how their actions make a difference, will go the extra mile for you. In this category, the judges will be looking for the most effective communication of:

- The link between strategy, vision and values.
- The organization's aims and objectives.
- The role and responsibility of employees in achieving goals and objectives.
- Motivation for employees to support the strategy.

### 2. Excellence in leadership communication

Leaders and line managers with strong communication skills are far better equipped to encourage that valuable discretionary effort that comes from employees who understand what the business is trying to achieve, and feel engaged and motivated to deliver it. In this category, the judges will be recognizing:

- Leaders or managers who have engaged and galvanized the workforce through good communication.
- Communicators responsible for developing effective leadership communication or coaching programs.

### 3. Excellence in operational improvements

For your CEO, the only kind of communication that matters today is the kind that makes a difference

to business performance – through improvements to measures such as productivity, quality, service, speed and costs. In this category, the judges will be looking for the best example of:

- How communication has helped overcome operational problems.
- Operational improvements as a result of more robust communication.

### 4. Excellence in organizational change

Excellence in organizational change starts with a clear communication strategy. In this category, the judges will be recognizing communication efforts that:

- Engaged employees in a major change initiative.
- Maintained momentum over an extended period of time.
- Helped bring about specific behavior change in line with change strategy.
- Helped improve performance through change communication.

### 5. Best Overall Award: Most significant impact on business performance

The judges will select an overall winner from the four winners of the categories listed above. This award will recognize the initiative that had the biggest positive impact on business performance.



## 10 REASONS TO ENTER

### 1. Recognition

From your business peers, communicators and colleagues.

### 2. Free publicity

Present your work at the Awards Gala Evening, appear in the exclusive Awards supplement distributed globally with **scm**, feature as a case study in **scm**.

### 3. Learning and benchmarking opportunity

Short-listed nominations will receive feedback from our expert judges.

### 4. Internal review

Use this opportunity to analyze what's going well and evaluate the impact of your communication efforts.

### 5. Career opportunity

Having this Award on your CV proves your excellence as a communicator.

### 6. Internal reward

Show your people how proud you are of their efforts.

### 7. Free and simple entry

These awards are free to enter, there are four simple categories, and it should take no more than a couple of hours to prepare your entry.

### 8. Open entry

The Awards are open to any business person whose communication efforts have had a positive and demonstrable impact on business performance.

### 9. Award winners will receive:

- **scm Business Performance Awards** trophy.
- Use of **scm Business Performance Awards** logo.
- Free six-month subscription to **scm** (the overall winner will receive one year's free subscription).

### 10. Awards Gala Evening

All short-listed entrants will receive two free invitations to the evening celebrations.

The **scm Business Performance Awards** are a reflection of the fact that, more and more, communication professionals around the world are having a positive effect on the bottom line. These awards will showcase the people and organizations who are breaking the mold and redefining their role to meet today's business demands. Melcrum is propelling business communications forward by holding its practitioners to a higher standard: demonstrated business performance.

Trudy Wonder, Senior Director, HR Communications & Operations, Merck & Co Inc.

## JUDGES

Victoria Mellor,  
CEO, Melcrum  
and Judge Chair



**Victoria Mellor** is one of **Melcrum's** founding directors. Victoria is responsible for the company's strategic development, launching new products and online information to customers in more than 90 countries. Before founding Melcrum, she worked on a variety of management journals for publishers in London and Chicago, and conducted research on organizational communication for the Madrid Business School.

Ed Robertson,  
Professional  
in Residence,  
Western  
Kentucky  
University



**Ed Robertson** retired as Manager of Employee Communication at **Federal Express** in March, 2001 to pursue his passion for helping future leaders build open and supportive communication climates within their organizations. He is currently Professional in Residence for Western Kentucky University's organizational communication program, where he combines academic and consulting activities to build practical communication applications in progressive businesses.

His 27 years of experience covers a wide range of communication activities, including the development of a five-step strategy for strengthening managerial communication; a model for cultivating open and supportive communication climates by improving face-to-face communication skills.

Gary F. Grates,  
Vice President –  
Corporate  
Communications  
/North America,  
General Motors  
Corporation



**Gary Grates** was appointed VP – Corporate Communications/North America at **General Motors Corporation** in 2004. Gary has responsibility for brand, product, media, internal, financial and public policy communication for GM's North America Region. He has more than 20 years of marketing and strategic communication experience with particular expertise in organizational/internal and change management communication. Gary has counseled more than 100 organizations and is a frequent lecturer and author on issues facing corporate management and communication professionals. He has been referred to as a "thought leader" in change management communication and effective employee-management relations.



Jim Shaffer,  
Leader, Jim  
Shaffer Group



**Jim Shaffer** is a leading author and consultant dedicated to helping businesses engage their people in achieving high levels of organizational performance. His book, *The Leadership Solution*, has been hailed as a “practical, common sense look at how leaders use communication to solve business problems.” Jim focuses on helping business leaders execute better by creating engaged people who think and act like business owners. His unique background helps clients get to the root cause of people performance problems, enabling clients to make significant and quantifiable improvements through a more engaged workforce. He leads the **Jim Shaffer Group**, a consultancy devoted to creating workplaces where people are actively engaged in building and sustaining winning organizations.

Stephen Windsor-  
Lewis, Employee  
Involvement &  
Communications  
Director, BAE  
SYSTEMS



**Stephen Windsor-Lewis** is Employee Involvement & Communications Director at **BAE SYSTEMS**. He is responsible for all internal communication strategy and delivery across 100,000 employees worldwide. Prior to this, Stephen was the Internal Communications Director at ntl where he was responsible for a function of 65 staff and managed all communication relating to the US\$13 billion acquisition and integration of Cable & Wireless’ Consumer division. Stephen also has considerable consultancy experience, having led national and international programs across the automotive, banking, computing, insurance, pharmaceutical, retail, telecommunications and professional service sectors. He is currently Chairman of the Internal Communication Alliance (UK), and sits on the Executive Committee for the Institute of Public Relations (UK).

Stuart Z.  
Goldstein, Head  
of Corporate  
Communications,  
Depository Trust  
& Clearing  
Corporation



**Stuart Z. Goldstein** has been a senior corporate communications counselor for over 20 years. He is currently Head of Corporate Communications for the **Depository Trust & Clearing Corporation** in New York (DTCC). Stuart serves on the operating committee of DTCC and oversees a staff of 20 practitioners responsible for media relations, internal, executive and marketing communications, advertising and creative services. Prior to this, Stuart was Director of Corporate Communications at American Express, and VP and Deputy Director of National Public Affairs at Citicorp. Stuart serves on the advisory committee for the Corporate Communications Institute, and the graduate program in communications at Farleigh Dickinson University.



## MAXIMIZE YOUR EXPOSURE WITH SPONSORSHIP OPPORTUNITIES

Sponsoring the **SCM Business Performance Awards 2005** is the best way to meet and interact with your current and future clients. Our entrants are top-level decision makers from international organizations, passionate about the role of internal and corporate communication. Sponsor the **SCM Business Performance Awards** and reach them before the competition.

For more information, please contact:

Laurie Anne Plax

Phone: (773) 742-5593

E-mail: [laurianne.plax@melcrum.com](mailto:laurianne.plax@melcrum.com)

## AWARDS GALA EVENING

Winners will be announced at the Awards Gala Evening at **The Strategic Communication Management Summit USA 2005** on March 9, 2005 in Chicago. All short-listed companies will be given two free invitations to the Awards Gala Evening.

### Venue

The Ballroom, The School of the Arts Institute of Chicago  
112 South Michigan Avenue, Chicago IL 60603.

### The Strategic Communication Management Summit USA 2005

This summit will feature the best minds in internal and corporate communication.

### Venue

The Doubletree Hotel, 198 East Delaware Place, Chicago IL 60611.

For more information please call:

(877) 226-2764 or +44 (0) 207 795 2205.

**CLOSING DATE FOR ENTRIES: December 10, 2004**



## ENTRY

The **SCM Business Performance Awards** are free to enter and open to any in-house practitioner whose communication has had a positive impact on their organization's performance, including government and not-for-profits. The submission process should take no longer than two hours to complete.

## CHECKLIST

- ✓ Complete and sign entry form
- ✓ Provide your referee's contact details
- ✓ Tick the award category/ies you wish to enter
- ✓ Provide a 1,500-word summary for each category entered
- ✓ Attach additional supporting facts and figures
- ✓ Send to Melcrum via mail, fax or online at [www.scmawards.com](http://www.scmawards.com)

## CONFIDENTIALITY

All material will remain confidential and judges will each sign non-disclosure agreements. However, with prior permission, winners and short-listed companies' case studies may feature in *Strategic Communication Management*. All entries are non-returnable.



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## SUBMIT ENTRIES TO

### MAIL

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## Organizations that have contributed to Melcrum's publications and events:

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## ENTRY FORM

### Entrant Details:

Title: Mr  Mrs  Miss  Ms

First name .....

Last name .....

Company name .....

Job title .....

Tel .....

Fax .....

E-mail .....

Address .....

.....

.....

..... Postcode .....

Country .....

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scm has triggered thoughts and ideas that I have then adapted for my organization or for the approach I take. It contains information about real people and real scenarios.

Christina Fee, Global Internal Communications Director, DHL

### I want to enter the following categories:

- Most effective communication of business strategy
- Excellence in leadership communication
- Excellence in operational improvements
- Excellence in organizational change

Signature .....

### Referee:

*This is someone we may contact to validate your submission*

Title: Mr  Mrs  Miss  Ms

First name .....

Last name .....

Job title .....

Company .....

Tel .....

Fax .....

E-mail .....

- I don't want to receive information about Melcrum products.
- I don't want to receive information about relevant products from other companies.

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BUSINESS PERFORMANCE  
AWARDS



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