



BRAVO

2019 BRAVO AWARDS

**Recognizing Excellence in Educational Communications
BRAVO Awards
CACE National Awards Program
Earn national recognition for your communication initiatives!**

**DEADLINE DATE!
Entry Deadline: Monday, June 10, 2019**

Winners will be honoured at the Annual CACE Conference
Submissions must be completed online at www.cace-acace.org
E-mail questions to: Galen Eagle at 2ndvp@cace-acace.org

BRAVO Awards | CACE National Awards Program

The Canadian Association of Communicators in Education (CACE) recognizes and honours exemplary work in all aspects of school public relations, communications, marketing and engagement through the CACE BRAVO Awards Program.

All winners will receive a notification letter and the awards will be presented annually at the CACE conference:

- ❖ Award of Excellence winners will receive a display trophy and certificate
- ❖ Award of Distinction winners will receive a certificate
- ❖ Award of Merit winners will receive a certificate
- ❖ Coup de Coeur winners will receive a keepsake

A list of all award winners and their winning entries will be posted on the CACE website, www.cace-acace.org in late October.

Enter your best projects and receive the recognition you deserve.

Eligibility

The BRAVO Awards Program is open to all current CACE members. To be eligible each submission must have been planned, produced and completed or supervised by a CACE member.

CATEGORY	MAXIMUM ENTRIES	COST	WORK SUMMARY	ADDITIONAL INFORMATION
Communications Program / Project	1	\$100	6 pages	5 pages
Communication Piece traditional / electronic	3	\$75	3 pages	3 pages
Coup de Coeur	As many as you want	\$50	1 page	1 page

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Award Rules

- ❖ Activities must have been underway and completed between **January 1 of last year and April 30 of this year.**
- ❖ Each entry form must include a summary with a **minimum type size of 10 points.**
- ❖ The supplemental or “back-up” Information attachment **should not exceed 25MB.**
- ❖ All entry fees are non-refundable.
- ❖ Fees to be paid online with your submission or by cheque payable to CACE; purchase orders will not be accepted.

**CHEQUE MUST BE RECEIVED BY JUNE 4 AT THE LATEST at
CACE ACACE,
1390, PRINCE OF WALES DR. SUITE 310, OTTAWA, ON, K2C 3N6**

- ❖ Online award entry forms are available from the CACE National website at **www.cace.acace.org.**
- ❖ Applicants can complete the online entry form for each submission or use the forms as a template to create their own.
- ❖ All submissions and supporting documents become the property of CACE and will not be returned.
- ❖ Winners will be notified by email.
- ❖ **Deadline:** Entries must be submitted no later than Monday, June 10, 2019.

Work Summary for Communication Piece and Communication Program/Project entries

The Work Summary is the strategic road map of any entry to the BRAVO Awards. It justifies the need for the entry, tells judges how the entry came about, who the intended audiences are, how it was implemented and how its success was measured. A work summary must be submitted with each entry form. It must include a description of the following areas:

❖ **Purpose:**

- ❖ Provide a concise justification for why the entry was created. The entry must illustrate how professional expertise helped to solve a problem or exploit an opportunity.

❖ **Research and Situation Analysis:**

- ❖ This is an opportunity to tell judges the background to your project and to prove you did your groundwork. Describe the research and situation analysis that led you on the path to your goals, objectives and ultimately to your strategy and execution.

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❖ Audience:

- ❖ A clearly defined target audience is fundamental to any professional communication strategy or tactic. Cite demographic data and anything else that paints a clear picture of who you are trying to reach.

❖ Goals and Objectives:

- ❖ Goals are broad brush, big picture targets. Objectives are best described as specific, measurable, attainable, relevant and time sensitive. Objectives help make goals a reality. Take plenty of time to formulate goals and objectives.

❖ Strategy and Execution:

- ❖ What did you do? How did you do it? What communication tools did you select to meet your goals and objectives and why? These are the questions that need to be addressed in this section.

❖ Results/Evaluation:

- ❖ Evaluate or measure your results. Your measurement can be simple, but it must be comprehensive and professional and it must tie to the accomplishment of your stated goals and objectives. Then, working backward, it must solve your problem and/or exploit your opportunity identified in your purpose.

❖ Resources (human and financial):

- ❖ Your work plan needs to demonstrate competent expenditures. Share details of the human and financial resources expended for the project. **Details of the budget and/or resources MUST be included.** If you hired out-of-house professionals (videographer, graphic designer, photographer, etc.) include those costs in your expenditures.

❖ In house Work or Outside Professionals:

- ❖ Identify the percentage of the work (1 to 100%) that was completed in house and the portion, if any, that was completed by outside professional experts.

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Work Summary for Coup de Coeur entries

The *Coup de Coeur* category of the BRAVO Awards Program allows applicants to submit a single communication piece for which they are proud of (ie: brochure, logo, promotional item, flyer).

Unlike the categories for Communication Piece and Communication Program/Project, entrants are not expected to submit a detailed work summary (one page maximum).

The following elements are expected to be articulated in a submission for a *Coup de Coeur* and are reflected in the judges' scoring card.

- ❖ Goals and Objectives
- ❖ Audience
- ❖ Resources (human and financial)
- ❖ Why do you think this is a *Coup de Coeur*?

Supplemental or Back up Information for all categories

You may add supporting information to your entry which must be submitted as a PDF document. A link to the entire project or program on your school board or organization's website may also be included. All sample materials must be submitted in a digital format (jpg, pdf, mp3, etc.). This includes all videos, graphic images, photographs, documents, and presentations.

What makes a Good submission?

Some CACE members have suggested these tips for a good CACE BRAVO Award submission:

- ❖ Set a solid goal and be sure your evaluation measures align with your goal.
- ❖ Follow good public relations and communications theory.
- ❖ Have something original about your submission.
- ❖ Meet a genuine need of the organization.
- ❖ Evaluate qualitatively and quantitatively.
- ❖ Ensure that the work summary is well written.

Award Categories

The CACE BRAVO Awards Program showcases Canada's best communications talent in the field of education and offers a special opportunity for members to be recognized for outstanding work and contribution to the profession and CACE.

There are three Award categories:

- ❖ Communications Programs / Projects
- ❖ Communication Piece
- ❖ Coup de Coeur



Communications Program | Project

This category is to recognize overall communication programs in the field of education. It involves demonstrating a combination of two or more products, events or activities. Entries can be internal or external communications programs.

Examples of activities, programs and projects to consider entering:

- ❖ Comprehensive, strategic, year round communication programs
- ❖ Public engagement/parental and community involvement/outreach programs
- ❖ Initiatives
- ❖ Crisis communication
- ❖ Education/TV Program series
- ❖ Finance/budget campaigns
- ❖ Media relations activities
- ❖ Internal communication programs
- ❖ Staff and student recognition programs
- ❖ Business/School partnerships
- ❖ Public Service Announcement Campaigns
- ❖ Environmental campaign/initiatives
- ❖ Marketing/branding Campaigns
- ❖ Special Communication Projects/Campaigns (i.e., attendance, boundary changes, health initiatives, marketing, equity/diversity and inclusive education, environmental, etc.)
- ❖ Community relations, media relations, issue/crisis management, reputation management, branding, employee relations or communications audits.
- ❖ Special Events – An external or internal public relations/communications program for sod turnings, new school/addition openings, anniversaries or other ceremonies commemorating a one time event or series of special events or occasions.

Communications Piece (Traditional | Electronic)

Awards in this category are presented to honor excellence in the strategic development of individual products that advance the goals and objectives of an overall public relations/ communications program.

Examples of Traditional piece to consider entering:

- ❖ Publications
- ❖ Print newsletters
- ❖ Calendar
- ❖ Newspaper, newspaper insert, newspaper op-ed piece
- ❖ Print annual report
- ❖ Brochure and handbook

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- ❖ Promotional campaign material, magazine ad or display
- ❖ Poster, magazine
- ❖ Marketing publication
- ❖ Finance publication
- ❖ Speech
- ❖ Written article

Examples of Electronic piece to consider entering:

- ❖ Webcasts
- ❖ Videocasting/Video streaming
- ❖ Podcasting/Audio
- ❖ Internet/Intranet initiative
- ❖ Website
- ❖ Video
- ❖ CD/DVD
- ❖ Mobile apps or computer-generated slide presentation developed for internal or external target audiences
- ❖ E newsletter
- ❖ Electronic Media Communications
- ❖ Blog
- ❖ Social Media –Twitter, Facebook, etc.

Coup de Coeur

One communication piece that you are particularly proud of:

- ❖ For the design
- ❖ For the idea
- ❖ For the success of the project

Examples could include:

- ❖ Brochure
- ❖ Logo
- ❖ Promotional item
- ❖ Flyer

Entries will be assembled for the judges to review. All submissions will be kept confidential. Only the winning entries will become public.

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Judging

- ❖ CACE uses a panel of volunteer, independent judges, who are involved in public relations/communications but outside of the field of education, to evaluate entries. Anglophone and bilingual judges are solicited.
- ❖ Judges score each submission and evaluate the entry based on the information supplied on the entry form, the work summary and the supplemental/backup information provided.
- ❖ There is no pre-set limit on the number or types of awards that may be given in each category. Judges may also opt to issue no awards in a category if no entries are deemed worthy of recognition.
- ❖ Entries are not compared directly to other entries in their category. All work is evaluated solely on its own quality.
- ❖ Entries receiving scores between
 - ❖ 90 – 100 points are Excellence Award winners
 - ❖ 80 – 89 points are Distinction Award winners
 - ❖ 75 – 79 points are Merit Award winners.
 - ❖ Entries in the Coup de Coeur category are recognized if they meet or surpass the 70% threshold.
- ❖ Individual judging assessments are confidential and will be released only to the author of the entry.
- ❖ All decisions of the judges are final.
- ❖ Judging criteria is available on the CACE website.

Judges will be looking for a well-written and organized submission and will be assigning marks accordingly.

- ❖ Double check your spelling and grammar.
- ❖ Ensure that the submission and supporting material is clearly organized.
- ❖ Ensure the supporting material will provide important additional information for judges.