


McMURRY & COMMUNITELLIGENCE PRESENT ...

THE 2010



Just employee communications and only what really matters

This PDF works like a Web page. If you roll your mouse over **red type like this**, your cursor will change to  and you can click to move to a new destination.

Enter the third annual **E2E Communication Awards**, the only program dedicated solely to internal communication, and the easiest awards program you'll ever enter.

Simply identify the best work you've done between April 1, 2009 and March 31, 2010, find the E2E category that fits, and **make your best case** for how your communication effort—be it a vehicle, a campaign or an ongoing program—achieved its objectives.

Submit your entries online

along with your samples and transmit your work immediately to our panel of expert employee communication-practitioner judges.

Winners will be announced and their **best practices celebrated** at the **E2E Recognition Luncheon** at the **Employee Engagement, HR & Social Media conference**, May 12-13 in Chicago. Their work will also be showcased on the heavily trafficked websites and publications of two respected communications training organizations who sponsor E2E.

The deadline is **April 2, 2010**. But **enter** today.





2010 CATEGORIES

One winner, along with as many honorable mentions as the judges deem worthy of recognition, may be named in every category. For complete category information, click [here](#).

- 001 Best overall employee communication program
- 002 Most strategically focused employee communication program
- 003 Most improved employee communication program
- 004 Best content (writing across all media)
- 005 Most transparent employee communications
- 006 Most dramatic impact on the organization
- 007 Best internal branding project
- 008 Best intranet news publication
- 009 Multilingual internal communication

SOCIAL MEDIA

- 010 Overall use of social media
- 011 Executive blog
- 012 Communicator blog
- 013 Executive podcast
- 014 Communicator podcast
- 015 Executive videocast
- 016 Communicator videocast
- 017 Internal Social Networks (i.e. internal Facebooks, etc.)
- 018 Internal wikis
- 019 Internal podcasts
- 020 Internal online videos
- 021 Internal microsharing (i.e., Yammer)
- 022 Internal blogging programs

HR/BENEFITS COMMUNICATION

- 023 Program
- 024 Campaign
- 025 Vehicle

INTERNAL EXECUTIVE COMMUNICATION

- 026 Program
- 027 Campaign
- 028 Event

FACE-TO-FACE COMMUNICATION (MANAGER TO EMPLOYEE)

- 029 Program
- 030 Campaign

CHANGE COMMUNICATION

- 031 Campaign
- 032 Vehicle
- 033 Event

EMPLOYEE CRISIS COMMUNICATION

- 034 Campaign
- 035 Vehicle

WELLNESS COMMUNICATION

- 036 Program
- 037 Campaign
- 038 Vehicle or Event

SAFETY COMMUNICATION

- 039 Program
- 040 Campaign
- 041 Vehicle or Event

ECONOMIC DOWNTURN COMMUNICATION

- 042 Program
- 043 Campaign
- 044 Vehicle

INTERNAL BRANDING

- 045 Program
- 046 Campaign
- 047 Vehicle

MEASUREMENT/ROI

- 048 Program
- 049 Process

COMMUNICATING SOCIAL RESPONSIBILITY TO EMPLOYEES

- 050 Environmental
- 051 Safety
- 052 Corporate Citizenship

FINANCIAL BUSINESS LITERACY PROGRAM

- 053 Program
- 054 Campaign
- 055 Vehicle

EMPLOYEE PUBLICATION

- 056 Newsletter
- 057 Newspaper
- 058 Magazine

STANDALONE COMMUNICATION VEHICLES

- 059 Best employee video
- 060 Best intranet site

THE DEADLINE
IS APRIL 2, 2010

JUDGES

program chairman David Murray is editor of *Vital Speeches of the Day* and a frequent speaker, consultant and writer on employee communication. He has been called "one of the most recognizable voices" in the business.

Senior Judge Roger D'Aprix is the widely acknowledged father of modern employee communication, having written several books, including the seminal work, *Communicating for Change* and his latest, *The Credible Company*.

Erik Battenberg has for more than a decade edited the most candid employee publications in the business, BankOne's *Wire* and JPMorgan Chase's award-winning *Ink*.

Steve Crescenzo has helped thousands of communicators improve their employee communications through his work as a consultant, writer and seminar leader.

John Gerstner ABC, is president of Communitelligence, Inc., a member knowledge-sharing portal for communication that he founded after a career in corporate communications with John Deere.

Gary Grates formerly vice president of corporate communication at General Motors North America, is president and global managing director of Edelman's change management consulting practice.

Liz Guthridge is managing consultant of the Connect Consulting Group. She's the editor and publisher of the popular e-Newsletter, *The LEAN Communicator*, which provides advice on how to work smarter, not harder. And she's the author of *LEAN Communications: The 5-Step LEAN Communications System for Doing More With Less and Getting Great Results*.

Terry McKenzie is a partner at The Fibonacci Design Group, a creative communication agency. She was formerly senior director, employee communications and communities at Sun Microsystems.

Ron Shewchuk is author of *Writing and Editing the Internal Publication: Delivering Employee Communications with Impact, Integrity and Style*, published by the International Association of Business Communicators. Ron is one of Canada's leading employee communication consultants.

Angela Sinickas is a pioneer in the field of organizational communication measurement. She's author of the definitive guide to quantifying the impact of communication, *How to Measure Your Communication Programs*.