

IABC CAPITAL AWARDS

Online

DIVISION 1

Communication Management
NOMINEES

Internal Communication

- Team spirit ambassadors, **WCB employee morale team**
- Get Ready for Intelli, **Karen Tomnuk**
- Welcome K-9 Sirius, **EPCOR - Drainage Services**
- The Water Cooler and Lunch Room, **F&O Communications (FOCO)**

Internal Communication

- Better Together - Communicating to build culture during a pandemic, **Chandos Construction**
- OneAU newsletter, **Athabasca University Communications Team**
- Servus Internal Communications, **Servus Enterprise Communications**

Change Communication

- EPCOR's Mission Possible, **EPCOR's Mission Possible**

Community Relations

- Taking Care of our Campuses, **F&O Communications (FOCO)**

Corporate Social Responsibility

- Commuter Challenge, F&O Communications (FOCO)

Customer Relations

- The Hub news site, Athabasca University

Governmental Communication

- Edmonton's City Plan to 2050, **DDB Canada**
- Ready? Set... Go! with Recreation Online, **Strathcona County, RPC**

Marketing, Advertising and Brand Communication

- Love AB Forests Campaign, **Berlin Communications**
- Alberta Open Farm Days, Nicola Doherty, **Open Farm Days Team**
- myWCB employer mobile app communication and marketing plan, **myWCB Employer App Communications Team**
- For Good., **zag**

Marketing, Advertising and Brand Communication

- Moving on up!, **F&O Communications (FOCO)**
- However You Slice It, **zag**
- End-of-year- campaign. Albertans helping Albertans., **Paula Colvin - Alberta Cancer Foundation**
- APEGA Centennial, **Sticks & Stones**
- Just Add Alberta, **FKA and ALSA**

Marketing, Advertising and Brand Communication

- CWB: Ode to Business, **FKA and CWB**
- CWB: You'll Love It Here, **FKA and CWB**
- Motive Financial: Believe the Unbelievable, **FKA and Motive Financial**
- A long distance relationship that works!, **Athabasca University**

Media Relations

- Halloween Snapchat Filter, **FKA** and **KOVR**
- Waste Free Holiday, **FKA** and **Waste Free Edmonton**

Nonprofit Campaigns

- LitFest Digital Strategy on a shoestring budget: how LitFest grew its sales and audiences through digital content strategy, **LitFest**
- BBYO Bagels for BreakFast, **Tamara Vineberg, BBYO NWC**
- Conquer Silence, **DDB Canada/CPSI/Healthcare Excellence**

Nonprofit Campaigns

- Construction Safety Training System 2020 (CSTS 2020) an online Health and Safety Orientation Program, **Alberta Construction Safety Association**
- Dimensions of Rehabilitation, **zag**
- Bringing Career Awareness to New Heights, **zag**

COVID-19 Response & Recovery Management and Communication

- NAIT's Relaunch, **NAIT Relaunch Coordination Team Comms**
- #WaveForTheFrontline, **DDB Canada & Shift Consulting & EPCOR**
- Thriving in a virtual environment and delivering uninterrupted virtual services, **Alberta Construction Safety Association**

COVID-19 Response & Recovery Management and Communication

- Better Together - Communicating to build culture during a pandemic, **Chandos Construction**
- Putting our people and clients first during a pandemic, **CWB Corporate Communications team**
- PowerED™ by Athabasca University Navigating Extraordinary Times, **PowerED™ by Athabasca University**
- Scotford COVID-19 Response, Turnaround Execution, **Shell Scotford, External Relations**

Communication Management, Student Entry

- Lorelei-Beaumaris Community League Social Media Plan, **Jennifer Annau**

DIVISION 4

Communication Skills
NOMINEES

Special and Experiential Events

- Social Innovation Institute Liquor Theft Activation, **Berlin Communications**
- BBYO Bagels for BreakFast, **Tamara Vineberg, BBYO NWC**
- Alberta Rural Health Week, **Rural Health Professions Action Plan**

Special and Experiential Events

- University of Alberta Pediatrics Trainee Farewell Website, **University of Alberta - Pediatrics**
- Reimagined Convocation, **Athabasca University**

Communication For The Web

- Discover APEGA, **Sticks & Stones + APEGA**
- The Wood Building Revolution, **PCL Construction**
- Edmonton's City Plan Website, **DDB Canada**
- WCHRI website redevelopment communication tools, **WCHRI communications team**
- Protect Our Elders, **Gwin Communications**

Audio/Visual

- Love AB Forests Forest Tour, **Berlin Communications**
- ESI0 Branding and Visual Identity, **Berlin Communications**
- Royal Alberta Museum: Vikings Video, **Royal Alberta Museum**
- ATB Financial's The Future Of podcast, **ATB Financial**

Audio/Visual

- Commuter Challenge, **F&O Communications (FOCO)**
- A long distance relationship that works!, **Athabasca University**
- The Not So Distant Future, **Sticks & Stones**
- A Century Well Built, **Sticks & Stones**

Publications

- Looking Ahead, Moving Forward: ARTA Annual Report 2019-2020, **Alberta Retired Teachers' Association**
- Nature Alberta Magazine: To Engage and Inspire, **Nature Alberta**
- Women and Children's Health Research Institute's 2019-2020 Annual Report, **WCHRI Communications**

Publications

- 2019 Corporate Social Responsibility Report, **PCL Construction**
- EIA 2018 Annual Report, **DDB Canada and EIA**
- 2019 EIA Annual Report, **DDB Canada and EIA**
- Alberta Cancer Foundation - 2019 Annual Report, **The Alberta Cancer Foundation**

Publications

- 2019 Leap Magazine, **The Alberta Cancer Foundation**
- Rural Health Beat, **Rural Health Professions Action Plan**
- WCB-Alberta 2019 Annual Report, **WCB's 2019 Annual Report project team**
- WCB 2021 Communicator, **WCB Communications team**

Publications

- Let's stay connected, **The Let's stay connected team**
- The HR Guy Blog, **Katie McLaughlin**
- Flagstaff Crafted Gift Guide, **zag**
- CWB Financial Group 2020 Annual Report, **Canadian Western Bank**

Social Media

- HOBNOB, **Berlin Communications**
- Royal Alberta Museum: RAM From Home, **Royal Alberta Museum**
- Royal Alberta Museum Vikings Exhibit Social Media, **DDB Canada**
- Alberta Blue Cross "live your best life" social media campaign, **Kayla Sommer and Katelyn Pretzlaff**

Social Media

- HeadsUp - young worker safety, **HeadsUp - young worker safety**
- Transforming Lives, **Athabasca University**

Writing

- A long distance relationship that works!,
Athabasca University

Communication Skills, Student Entry

- What's the deal?, Meraki Marketing

Thank you for submitting for an
IABC Edmonton Capital Award.

Good luck to all on May 28!

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