



International Association
of Business Communicators
Tulsa

2016 Bronze Quill

HOW TO PREPARE A WORK SAMPLE FOR COMMUNICATION SKILLS ENTRIES

Preparing a work sample is like preparing a portfolio. Work sample elements demonstrate skill in execution. Material should be organized and presented in a logical order.

In Communication Skills categories, samples should include a copy of the product entered in the program, and any supporting information such as research, media plans, DVDs, scripts, creative rationale, focus tests, and post-campaign tracking information or other elements.

- The maximum number of work sample files is five (5). If you have more, combine them into files no more than 2GB (2,000MB) in size.
- Include the words, “Work Sample” in the file names along with a descriptive title.
- The file should contain a representative overview of your project.
- Provide an explanation of your work sample files so evaluators have context for the sample.
- The following file formats are accepted for work samples: .pdf, .png, .jpg, .gif, .mp4, .wmv, .m4v.
- For websites, please provide the URL or IP address of the site in your entry.
- For intranets or internal, secured access sites, provide instructions on how to register for the site, along with an account name or password. If access may be a barrier to evaluation, or if there’s a chance the site may change after submission, consider submitting a “Tour of Work Sample” video (of five minutes or fewer).
- Electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided.
- Large files are difficult to upload and download. Please condense the file size as much as possible. The maximum file size is 2 GB. If you have a single file larger than 2 GB, contact support@awardsentry.org for other upload options.
- The work sample can include video and audio files, Word documents, files created in iWork, PDFs, magazines, brochures and website links. Your work sample should present the full scope of your work.
- Organize and condense your work to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.