



UK Technical Communication Awards

Organised by the Institute of Scientific and Technical Communicators

Rules

Introduction

These awards are designed to encourage excellence in technical communication, providing an opportunity for individuals or organisations to have their work compared with that of their peers. The awards recognise the production of effective information products for organisations to use in communicating with staff, clients, customers, suppliers, students, legislators and the public.

Classes

Most pieces of technical communication involve a range of techniques. When determining the class in which to enter, consider which techniques you have used most and best – your entry will be compared with others that have similar strengths. Classes are open to entries delivered through any medium. Although the awards are oriented towards deliverables, mechanisms like templates may be eligible if they contain sufficient guidance to merit entry in the descriptive or instructional classes.

1. **Descriptive**

Entries must tell someone about something. Examples include datasheets, overviews, specifications, catalogues, syllabi and informative websites.

2. **Instructional**

Entries must tell someone how to do something. Examples include user guides, online Help, assembly leaflets, business procedures and training materials.

3. **Promotional**

Entries must persuade someone to do something. Examples include brochures, presentations, marketing literature, exhibition displays and promotional websites.

4. **Graphic**

Entries must use pictures more than words to convey their information. Examples include word-free assembly instructions, illustrated wallcharts and presentations.

5. **Tabular**

Entries must use tables more than words to convey, or solicit, their information. Examples include forms, spreadsheets, catalogues and data-heavy reports.

Closing date

30 June

Requirements

- Entries must be submitted in accordance with the instructions on the entry form.
- Entries may be submitted to one class only.
- Individuals or organisations may submit only one entry in each class.
- Text must be written in English.
- Entries must have been published between 1 April of the previous year and 30 June of the award year.
- Entries must be submitted in the form in which they will be used (paper documents printed and bound, online documents through a website or on CD).
- Entries on electronic media must be checked for viruses; entries containing viruses may be disqualified.
- Additional information can be supplied, particularly for entries designed to be incorporated into a system or suite that may be difficult to judge in isolation.
- A section of an information product exceeding 100 pages (printed or online) may be accepted as an entry, provided that it is sufficiently self-contained to judge.
- Classes will run only if at least three entries are received.
- The decision of the judges is final.

Judging

Class judges:

- Are individuals, or representatives from organisations, concerned with promoting high standards of technical communication
- May be ISTC Council members
- Cannot enter the classes they judge.

Sponsorship

Class sponsors:

- Pay a sum to cover the cost of the trophy (refunded if a class does not run)
- Receive public acknowledgement of their sponsorship
- Can field a judge for the class that they sponsor
- Cannot enter the class they sponsor.

Results

- A winner's award will normally be made in each class.
- If no entry meets the required standard, no award will be made.
- Winners will be notified in September.
- Results will be published in ISTC publications.
- Awards will be presented at the ISTC Conference.
- Entries will be displayed at the awards ceremony.

Disclaimer

The ISTC, its members, employees or agents, will not accept responsibility for non-compliance with government or industrial security regulations affecting entries, or for loss or damage to any entry. Individuals submitting entries must sign the authorisation on the entry form.
