

ENTRY FORM

Nominee's Name	
Official/Position	
Company or Organization	
Industry Category	
Nominee's Company Address	
City / Town / Province	
Phone	Fax
Email	Cellphone
Nominating Organization	
Person authorized to nominate	
Official title or position	
Address and contact numbers	

Do not submit a nominee to more than two categories listed by IABC. Each nomination will pay the corresponding fee of P10,000 per nomination. Checks must be made payable to IABC Philippines.

FORMING THE NOMINATION WRITE-UP

Please limit your write-up to four typed pages of 8.5 x 11 inches with 1/2 inch margins, no columns, and minimum font size of 10 points. Your entry will be disqualified if your write-up exceeds these specifications. The communication programs and activities cited must have taken place from January 2008 to January 2009.

I am the nominator

Signature

For more information, please contact the Secretariat, **IABC/Philippines**,
at tel. nos. **750-5667, 497-1450 and 810-1631 local 123**
or e-mail us at **iabc_philippines@yahoo.com**
visit us at **www.iabc.com.ph**



Manny V. Pangilinan
Chairman, PLDT Company



Sec. Margarito Teves
Former President & CEO, Land Bank of the Philippines



Henry Sy, Sr.
Founder and Chairman, SM Prime Holdings



Aurelio Montinola III
President, Bank of the Philippine Islands



Grace Padaca
Governor, Province of Isabela



Menardo G. Jimenez
SVP - Retail Business Group, PLDT Company



Arthur Tan
President & CEO, Integrated Microelectronics, Inc.



Manilo Lopez
Chairman, Meralco



Howard Belton
Chairman & CEO, Unilever Philippines



Aniceto Sobrepeña
EVP & ED, Metrobank Foundation



Rina Lopez-Bautista
President & ED, Knowledge Channel Foundation, Inc.



Jesse Robredo
Mayor, City of Naga

CEO
Communication Excellence in Organizations
EXCEL

PAST AWARDEES

CALL FOR NOMINATION

CEO
Communication Excellence in Organizations
EXCEL
AWARDS
2009

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
PHILIPPINES

Call for Nomination

Dear Colleagues:

The 2009 Communication Excellence in Organizations (CEO EXCEL) Awards is a timely response to the current global challenges, and we would like to invite you to nominate your organization's CEO or top executive to the Awards. Allow us to tell you the benefits of joining this competitive search.

These extraordinary times call for leaders who can communicate clearly and inspiringly to their key stakeholders. These leaders must evoke confidence and solidarity, and show the way to overcome difficulties.

It is precisely this great need to find leadership models among executives who can provide guidance and inspiration, the strong will to overcome challenges, that makes the 2009 CEO EXCEL AWARDS a relevant and productive search.

The CEO EXCEL Awards is hosted yearly by the International Association of Business Communicators Philippines, the local chapter of a global organization of some 14,000 PR and communication professionals in some 70 countries, with main headquarters in San Francisco, CA.

For the past three years, this prestigious Award has been conferred on some of the most outstanding CEOs, Presidents, Managing Directors, or senior managers from some of the country's leading companies, government offices, NGOs and foundations, and media or other organizations in 12 industry sectors.


From such experience, we guarantee that your company/organization will benefit from highlighting your Chief Executive's communication effectiveness. Aside from being a powerful boost to company morale, your CEO's initiatives in effective communication will also send the strong signal that all employees or staff must communicate better to their specific stakeholders to enable the company to prevail and prosper.

A list of previous Awardees is being sent to you together with a Nomination Form and other background information on the CEO EXCEL Awards. The P10,000 nomination fee will help IABC Philippines, a registered non-stock, non-profit industry association, in maintaining the integrity of the process of search and independent judging, and the appropriateness of the formal Awarding ceremonies in a venue befitting CEOs and senior management guests. The fee cannot be seen in any way as a consideration to receive the Award because IABC is the leading communication industry association, our previous winners are much too prestigious, and the amount is much too small.

The deadline for this year's Awards is on Monday, March 9, 2009. For inquiries, please call the IABC Secretariat at 750-5667 and 497-1450 or email iabc_philippines@yahoo.com

Thank you.

The Awards Committee



Roni T. Merk



Elpi Cuna



Rey Anthony David

CEO EXCEL AWARDS

The "Communication Excellence in Organizations" or CEO EXCEL Awards is a recognition given annually by IABC Philippines to Chief Executive Officers, Presidents or top-level executives of companies and organizations for their skilful use of communication strategies and tools to achieve business, environment or social development goals. The nominees may be either Filipinos or non-citizens whose business operation is based in the Philippines.

The Awards are intended to raise public awareness of the importance of effective communication in business management and organizational growth. The awardees are presented as models to their employees and other stakeholders in harnessing communication skills in their work and relationships.

After the nominations have been screened by an IABC project committee, mainly for rules compliance, ethical issues and confirmation of data, they are evaluated by a highly competent and independent Board of Judges whose decision is deemed final unless reversed by itself. The accuracy of scores and integrity of the judging process are monitored and certified by a global auditing firm with the technical assistance of the IABC project committee.

The nomination fee is used by IABC solely to defray the costs of publicizing the call for nominations, conduct of the judging, and holding the formal awarding ceremonies in a manner appropriate for the leaders of companies and organizations.

GUIDELINES

1. Companies/organizations will nominate either the CEO or President, Managing Director, Country Manager, or any of their top-level executives; e.g. COO, CFO, Executive VP, Senior VP, etc. using official nomination forms and following the format prescribed by IABC Philippines;
2. Each company or subsidiary may nominate several executives for a given year of this Awards program. The period being evaluated will be the 12-13 months immediately preceding the cut-off date for a particular year of the Awards, e.g. January 2009 for this year. A previous winner may be nominated again anytime.
3. There will be 12 categories corresponding to industry sectors or a cluster of related sectors of the economy as determined by the IABC officials in charge of the Awards. A person may be nominated to not more than two categories.
4. Since the nominees will be judged according to a set criteria and will not be competing against one another, there may be several winners in one category and none in the other categories.
5. The decision of the Board of Judges will be deemed final and non-appealable. In extreme and justifiable cases, the Board itself may withdraw the Award it has given to a nominee.
6. The nomination will be deemed officially entered only after the company/organization has paid the entry fee and complied with the deadline, format and other submission requirements determined by the Awards Chairpersons.
7. The names of the Board of Judges will be kept strictly confidential and will be disclosed only during the Awards program or after the judging has been completed.

8. An independent audit company will certify to the results of the Awards competitions and the integrity of the judging process. The auditors can only be identified during the Awards program or after the judging has been completed.
9. Nominations from solitary individuals will not be accepted. Only organizations may nominate.

BASES FOR EVALUATION

(For the nomination write-up, please answer concisely the following questions in the given sequence and put your work samples and illustrative materials in an attachment.)

1. What communication program or activities in the company/organization did the CEO/nominee implement or lead in the preceding 12 months? Cite three to five specific programs or activities.
2. What company/organization/stakeholder objectives were addressed by each of the CEO/nominee's communication program/activities?
3. What specific problems or issues were involved in each program or activity? State the communication strategy adopted to address these problems or issues.
4. Who were the target stakeholders and what was the extent of their involvement or interest?
5. In each program or activity, how did the CEO demonstrate his/her outstanding communication strategy, skills and leadership? Describe the creativity, innovation, sustainability and other exceptional attributes of his/her communication activities.
6. What financial and non-financial resources, talents, suppliers or support groups—whether in-house or outsourced—were harnessed in implementing these communication activities? How were these resources utilized cost-effectively by the CEO/nominee?
7. Cite clear and specific measurements or indicators that showed the long-term and sustain able results or impact of the nominee's communication programs or activities for the company and the stakeholders.

INDUSTRY CATEGORIES

1. **Manufacturing, Processing and Extractive industries**
2. **Agriculture, Fisheries and Agri-business**
3. **Banking, Finance and Insurance**
4. **Utilities, Transportation, Information Technology & Telecommunications**
5. **Real Estate Development, Construction, Architectural and Infrastructure**
6. **Hotels, Restaurants, Tourism & Hospitality Industries**
7. **Retailing, Wholesaling, Marketing and Distribution**
8. **Academic, Research and Training Institutions**
9. **Medical and Pharmaceutical, Professional and Personal Services (rendered by a company)**
10. **Government offices, GOCC's and LGU's**
11. **Non-Gov't Organizations, Corporate Foundations, Industry Associations and Civil Society**
12. **Media, Advertising, PR, Entertainment, Special Events and Sports**