

Call for  
nominations

# Annual Communications Awards

*Recognizing Plan Sponsor Innovation in Pension & Benefits Communications*

BENEFITS CANADA, in partnership with the CANADIAN PENSION AND BENEFITS INSTITUTE, is pleased to announce a call for nominations in our Sixth Annual Communications Awards program.

Whether it's a newsletter, Web site, benefits statement, binder or unique seminar technique, we will be recognizing innovative plan sponsors for excellence in pension and benefits communication strategies. Entries will be judged on their creativity in graphic design, writing clarity, program effectiveness and overall success relative to budget and stated goals.

Winners in six categories (see entry form on back) will be selected and featured in BENEFITS CANADA'S June 2003 issue. But that's not the only glory the winners will garner: plan sponsor winners, and the suppliers who helped develop the winning communication strategy, will be recognized at the CPBI National Conference in Toronto, June 4 to 6. One representative from each winning plan sponsor organization will receive complimentary conference registration and two nights accommodation in Toronto.

**Deadline for entries is February 24, 2003.**

**Entry form on back**

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# Entry Form

## BENEFITS CANADA & CPBI 6th Annual Communications Awards

Nominee (Name of Plan Sponsor Organization):  
\_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_

Postal Code \_\_\_\_\_

Phone: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

## CATEGORIES

- Software (diskettes, CD-ROM, etc.)
- Online (Internet site, intranet site, etc.)
- Binder/Booklet
- Newsletter
- Overall Integrated Communications Strategy  
(a comprehensive campaign which utilizes more than one medium)

ENTRY TIP: Overall Integrated Strategy submissions should also be entered in a second category—the one you feel represents the single best element of the entry.

Send your nominations to:

## BENEFITS CANADA & CPBI Communications Awards

777 Bay Street

5th Floor

Toronto, Ont.

M5W 1A7

Attn: Kevin Press, Editor

Ph: (416) 596-5958

Fax: (416) 596-5071

Nominated By (Your Name):  
\_\_\_\_\_

Title: \_\_\_\_\_

Company Name:  
\_\_\_\_\_

Phone: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

## SUBMISSIONS MUST INCLUDE:

- Videos, print materials and any supporting material you feel demonstrates the program's creativity and innovation. Submissions should not be generic supplier-produced material; they should be geared to the specific communication goals of the plan sponsor.
- A 500-word (or less) description of why this strategy is unique, its overall success relative to budget and stated goals, how it demonstrates excellence and why it is worthy of nomination.

**DEADLINE FOR ENTRIES IS February 24, 2003**