**2019 IABC Capital Awards**

**Communication Management, Communications Research & Communication Education & Training Division Work Plan**

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| --- | --- |
| **Entrant:** | **Division/Category:** |
| **Organization:** | **Time period:** |
| **Entry title:** | **Entrant’s role:** |
| **Your team members (if applicable):** | |
| **Project description:** | |

DIRECTIONS

* Provide required information for all 6 sections
* Your work plan must be no more than four pages
* Make sure to reflect your work sample(s)
* Tell the evaluators a great story
* Convert this file to a PDF and submit it online as your work plan
* Delete this text box

1. **THE BUSINESS NEED OR OPPORTUNITY**
2. **STAKEHOLDER ANALYSIS**
3. **GOALS AND OBJECTIVES**
4. **THE SOLUTION OVERVIEW**
5. **IMPLEMENTATION AND CHALLENGES**
6. **MEASUREMENT AND EVALUATION**