



International Association  
of Business Communicators  
Indonesia



# IABC INDONESIA AWARDS 2026

**Entry Kit**



## Why IABC Indonesia Awards?

IABC (International Association of Business Communicators) – Indonesia Chapter is part of IABC, based in Chicago, IL, United States. Globally, IABC has been present for more than 50 years and has up to 100 chapters spread across more than 80 countries with 5,000 professional members in the fields of Business Communication, Public Relations, Sustainability, and Corporate Communication across sectors, from the private sector and government to non-profit institutions.

As a member of the Global Alliance, IABC has the basic principles of global communications. By participating in the IABC Indonesia Awards competition, which consists of the Impactful Communications Awards (ICOMMA) and Impactful Public Relations Awards (IMPRA), the echo and validation of your company's expertise will be heard and easily recognized globally. This increases the company's reputation and credibility in Indonesia and globally.





# Why Participating in this Prestigious Competition?

Unlock the opportunities to:

- Enhance reputation
- Boost employees morale
- Increase visibility across the industry



## What Winners Will Receive:



Prestigious Award Trophy



VIP access to the Awarding Ceremony  
(maximum of two representatives per  
participation sub-category)



Winner announcement published  
on the IABC Indonesia official  
website and amplified across IABC  
Indonesia's social media channels  
and press release



## Registration Fees and Categories\*

Registration Fee per  
sub-category:

**Rp. 3,500,000**

Early Bird:

(until Sunday, May 10, 2026, 23:59 PM)

**Rp. 3,200,000**

*(Price excludes applicable tax)*

*Submission Deadline: Sunday, May 31, 2026, 23:59 WIB*

### Impactful Communications Awards (ICOMMA)

1	Best Sustainability Communications
2	Best Public Interest Communications
3	Best Integrated Marketing Communications
4	Best Digital and Social Media Campaign
5	Best Employee Engagement Program
6	Best Diversity, Equity, and Inclusion Program
7	Best Leadership Communications Program
8	Best Website

### Impactful Public Relations Awards (IMPRA)

1	Best Creative PR Campaign
2	Best Media Relations Program
3	Best Social Media Campaign
4	Best Digital Public Relations Program
5	Best Internal Communications Program
6	Best PR Podcast
7	Best Research in PR

\*As a non-profit entity, the registration fee is not for commercial gain and does not affect the judging assessment. Instead, it helps sustain our ongoing mission to empower the communications industry through mentorship, knowledge-sharing platforms, recognition programs, and subsidized professional and knowledge management events.



## Terms and Conditions



- ▶ The permitted program/campaign period is between June 2025 and June 2026 (can be a continuation of programs/campaigns from previous years).
- ▶ Registration deadline on Sunday, May 31, 2026. Deadline material submission: Thursday, May 28, 2026, 23:59 WIB.
- ▶ Fill out the registration and participation form, including proof of payment for the selected sub-category.
- ▶ Each institution can participate in more than one (1) sub-category
- ▶ Each form represents one (1) sub-category. For example, if you apply two (2) sub-categories, then enter two (2) filling forms. If you follow seven (7) sub-categories, then enter seven (7) filling forms.
- ▶ If payments are made for more than one sub-category, they can be made all at once. For example, transfers can be made in the following four subcategories in IDR. 3,5 million x 4 = Rp. 14 million. Thus, every time you fill out the form per sub-category, you can include the same proof of transfer.
- ▶ Payment is non-refundable.
- ▶ Why do we charge a registration fee? IABC Indonesia proudly organizes this event as a non-profit association committed to empowering the communications industry. The registration fee is not for commercial gain and does not affect the judging assessment. Instead, it is a contribution to sustain our ongoing mission, which includes mentorship, knowledge-sharing platforms, a recognition program, and subsidized professional and knowledge management events.



## Judging Process

**01**

Registration deadline on  
Sunday, May 31, 2026.

**02**

Initial reviewing process:  
1-12 June 2026.

**03**

The shortlisted finalists will be  
announced to selected  
companies/institutions on  
Monday, June 15, 2026, via the  
official IABC email address:  
info@iabcindonesia.com.

**06**

Awarding ceremony:  
July/August 2026.  
(The date and venue will be  
announced subsequently)

**05**

Winners announcement:  
Monday, 6 July 2026  
(via the official IABC email  
address:  
info@iabcindonesia.com.)

**04**

Online Judging Process  
(Finalists presentations and  
Q&A sessions): Wednesday -  
Saturday (17 - 20 June 2026)

**The timeline is subject to change.  
We will notify the participants of any changes that might occur.**





## Grading Criteria

**The evaluation and grading will emphasize on the following considerations but not limited to:**

The alignment of the overall program/campaign, starting from goals and SMART Objectives to measurement and evaluation.

The uniqueness of the program/campaign is achieved by considering relevance and contextuality to the target audience.



The level of efforts undertaken to overcome the challenges and make the program/campaign successful.

The evidence of the program/campaign's impact on the target audience



## The Panel of Judges



The panel of judges consists of communication experts and professionals with expertise in the award sub-categories.



The panel of judges can participate in the competition, but they are not permitted to be part of the panel of judges in the sub-categories they are participating in to avoid a conflict of interest. The panel of judges cannot assess participants who have business relationships with them (for example, clients, vendors, etc.).



In providing assessments, the panel of judges is bound by judging ethics that prioritize the principles of fairness, honesty, independence, transparency, professionalism, and objectivity. The panel is also bound by a commitment to maintain the confidentiality of the information provided by and for each entry and discussion between them.



The panel of judges' assessment will be calculated cumulatively, and collective input from each will be considered.



The decision of the panel of judges is final and cannot be contested.



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**Build your credibility**  
**Submit your entry and strengthen**  
**the reputation your work deserves**

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**Registration Link**

<https://bit.ly/IABCIndonesiaAwards2026>

For further information, please contact:  
Malvin - 085156337189 (WA)