



ivca

IVCA Clarion Awards 2008

Recognising excellence in the communication of Diversity,
CSR, Sustainable Development and Ethical Debate

Invitation to
the Ceremony

Date: Friday 26th September 2008

Venue: BFI Southbank, London



In Association with:

CHEERFUL SCOUT

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What are the IVCA Clarion Awards?

Now in their sixth year the IVCA Clarion Awards are not-for-profit and recognise best practice in communicating the importance of CSR, diversity, sustainable development, social inclusion and ethical debate, whatever the media platform used. They make a unique contribution to both business and society, by identifying the role of the communicator in encouraging an ethical culture, and fostering higher levels of engagement with key social or environmental issues. From corporate communications to broadcast media, their goal is to reward communications that inspire. As such they have rapidly become recognised as the leading awards of their kind in Europe.

The Awards were launched at Parliament in 2003 and received cross party political support. They were endorsed by senior communicators, leading business people and CSR specialists. Initially entries were restricted to corporate media. However, to acknowledge media convergence, in 2005, the Awards scheme became open to a broader constituency including mainstream film, television, radio and performing arts. This eclectic mix proved to be a great success, and continues to do so.

Previous winners have ranged from Toyota to the Royal Navy, Procter and Gamble and The National Trust, to the achievements of BBC Radio and Television to The Old Vic and a number of multi award winning movies such as Children of Men, An Inconvenient Truth and The 11th Hour. All are united by their outstanding creativity and their desire to promote positive social or environmental issues.

The 2008 Awards ceremony will be a theatre style presentation and will take place on Friday 26th September at the BFI Southbank in London. The ceremony starts at 2.00pm prompt and, therefore, would request that you arrive in plenty of time to register and be issued with your tickets. The ceremony will last approximately 2 hours, after which there will be post event celebratory drinks and canapes, and plenty of opportunities for networking.

Understanding the need

The International Visual Communications Association (IVCA) has been in existence for over 40 years and is the largest body of its kind in Europe. It works to identify and promote best communication practice. Mainstream and corporate media both help define our cultural identities and our roles at work and within society. They can inform us about our rights and responsibilities, stimulate ethical debate and explain the contribution we can each make to a better world. The Clarion Awards recognise the contribution all art forms and media practice can make in encouraging greater understanding of these vital issues, and advocate active engagement with them.

Join leading figures from Business, Government, Media & the Arts

Attending the Clarion Awards is an opportunity to join a unique professional community which shares a commitment to ethical and inspiring communications.

Whether you are completely new to this field or someone with many years experience, you will be able to:

- Discover the latest award-winning work
- Meet new contacts across all sectors of industry
- Compare your own work with that of your peers.

These Awards are a vital event for anyone keen to increase their knowledge and profile in this field.

Further information

Please contact **Nicola Steele** at nicolasteel@ivca.org or on **020 7512 0571**

This IVCA Clarion Awards are generously supported by:



