

Entry Hints & Tips

These tips are here to help you create a really strong award entry. They'll guide you on structuring your responses and highlighting your best achievements so you can put forward an application that really stands out.

Read the Criteria Carefully: Ensure you fully understand the judging criteria for the category you are entering. Tailor your submission to address each criterion directly, providing clear and concise responses.

Be Specific and Factual: Use concrete examples and measurable outcomes to support your claims. Include relevant data, statistics, and achievements that demonstrate the impact and success of your project, product, or contribution.

Tell a Compelling Story: Bring your entry to life by sharing the story behind the project or achievement. Highlight challenges faced, innovative solutions implemented, and the value delivered to stakeholders. Engage the judges with a clear narrative.

Focus on Outcomes and Results: Judges want to see the real-world impact of your work. Emphasise the results and outcomes, such as cost savings, energy performance, customer satisfaction, or any other quantifiable benefits.

Use Supporting Evidence: Attach supporting materials like photographs, testimonials, or case studies that strengthen your entry. Make sure they align with your written submission and provide additional proof of your success.

Keep It Clear and Concise: Avoid jargon and keep your language straightforward. Judges review many entries, so clarity and brevity are crucial.

Highlight Innovation: Judges appreciate creativity and forward-thinking. Showcase any innovative methods, technologies, or approaches that make your project stand out from the competition.

Collaborate for Stronger Submissions: If entering as part of a team, ensure all relevant contributors provide input to the entry. This will help capture the full scope of the project or initiative and ensure a comprehensive submission.

Get Client Endorsement: If your entry references a client or partner, involve them early in the process. Their endorsement and input can add credibility to your submission, and judges may request evidence of client involvement.

Proofread Your Entry: Before submitting, take the time to proofread your entry. Ensure there are no spelling or grammatical errors, and that your points are clearly communicated. Consider asking a colleague or peer to review it for a fresh perspective.