



Our Top Tips on writing an award-winning entry

Failing to prepare is preparing to fail but don't let that put you off. It will be easy if you follow these top tips that will help make sure your submission goes the distance.

- **Time**
This is a great opportunity for you to really show off your project, team or initiative so why would you risk leaving it last minute. Allocate specific time to sit down and work on it! If it is too much all-in-one go break it up so it's not challenging or tiring. Find enough time to make sure you are happy with your submission.
- **Research categories**
There are many different categories each with a different set of criteria defined. Spend some time researching and reading before you pick the right one. This will ensure you are investing time and energy into the correct award as well as giving you a starting point. Our team is here to help out as much as we can if you are having trouble!
- **Keep it simple**
Don't overcomplicate it! Make it easy for the judges by getting your point across through a clear and easy to understand way from the start. Focusing on the judging criteria and a simple system of Point, evidence and explain will make answering every question straightforward. The judges have a huge number of entries to get through they will definitely thank you for keeping it simple.
- **Substance**
There's no arguing with numbers! Add substance and don't fill your entry with contents of existing sales and marketing collateral. Back up your entry with statistical, hard evidence. Remember you can add supporting materials along with your entry so make the most out of this.
- **Team work really does make the dream work**
Involve your colleagues, they can provide areas of invaluable feedback and together you can add more substance to back up each answer. This can also help bring your team together – from reflecting on collective success to highlighting key team members you can inspire pride and achievement, really uplifting your team.
- **Proof read once, twice and thrice**
Even if your entry is extremely strong, sloppy spelling and grammar will not get it the recognition and admiration it deserves. Get everyone in your team to look over your entry. You can never have enough eyes reading over it – once it's sent there's no looking back!

Most importantly, enjoy it! This is a time to celebrate what you have achieved and showcase your hard work.

