

GUIDE TO CREATING AN AWARD ENTRY

Although we wish to see a variety of approaches suitable to the individual project there are some basic guidelines that might help you compose your entry.

Provide background – the judges will not necessarily know about your business, so a brief summary will help them place you in context. This might include size, turnover, recent issues in the sector, nature of business and so on.

State the challenges – all nominations really consist of a challenge or series of challenges that have successfully been met, so be sure to detail these in full.

Tell the story – once the challenges are identified you should convey to the judges how you met or overcame them. This is the most important part of the entry. It explains the actions, the issues and the reason that this is a potential winning entry.

Use pictures – it may not always be appropriate, but graphs and pictures can help illustrate points.

Use figures – figures provide an objective view. They let the judges see the work that has been done and reinforce the story.

List the outcomes – what has changed/happened? What has worked? Why was it a success? Were there additional benefits? And who benefited? It may be that wider stakeholders were involved or were affected.

Include testimonials – if there are people who can independently support your nomination who were stakeholders, this can be very useful. Especially those where a client might be appropriate.

Summarise and make the case – why should you win? This is the time to say and don't be shy!

Word count – it is wise to stick to the wordcount.