

Six tips for writing a successful award entry



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Choose the right category

Note that more than one category may be relevant for your entry BUT make sure you tailor your information to suit the criteria for each one. You only have a short amount of space to really impress the judges so choose your words wisely.

Read the instructions

Ensure that you keep to the word count, anything over, may not be considered//Keep within the upload sizes requested//Deliver supporting documents in the required format eg PDF, .doc, video etc.

Tell the story, paint the picture

Submissions should tell the story of your entry and engage the judges//Ensure any relevant third parties are happy to have their information entered into the award.

Supporting evidence

Make sure the supporting material backs up your claims in the main submission//Include testimonials from customers, suppliers and other partners as appropriate// Include key statistics and measurement on growth or adoption of ideas// Remember to “market” your company. Include samples of publicity material, press cuttings and other relevant information.

Get the judges' attention

Keep focused and ensure all information is relevant and accurately answers each of the entry form questions// Make sure you give direct and easily understood supporting evidence, using colour, images and diagrams// Keep technical jargon to a minimum – you may understand it but the judges may not.

Before you submit...

Once drafted, get a critical eye to look over it - check spelling, grammar and punctuation// Check your entry before submission, ensure all the relevant paperwork is included, then press send!