Guide to Success

Please find below some of the common pitfalls to avoid when completing your awards entries.

1. Read and properly understand the award criteria – judges will use these to assess your entry.
2. We use an online portal now, so you can't go over your word count – but make sure you know what the word counts are, and plan your responses accordingly.
3. Avoid flowery language – it uses up your word count and doesn't usually provide the information the judges need to see.
4. Make sure you back up any statements with data or other evidence. For example, don't say your "staff retention is great", say your "staff retention rates are xx% in the last xx months".
5. Try not to copy from your website or other marketing collateral – that's written for a different purpose, and will more than likely not be straight to the point.
6. Bullets can work really well for awards entries, because they lend themselves to getting across information, and could stop you from using flowery prose.
7. Re-read your entry more than once, and don't be afraid to make changes.
8. Always include the supporting documentation asked for – and feel free to include other documents that validate the points you've made. Signpost these additional documents/information in your entry wherever appropriate.
9. Make sure you answer the questions asked.
10. Remember, if you are shortlisted you will have to answer questions from the judges on your entry, so don't be tempted to over-exaggerate.
11. Focus on the message you want to get across
12. Finally, make sure you get more than one person to do a final read through – preferably include someone that hasn't read it before.