

## Top Ten Tips

### Simple guide to help make your awards entry more effective

#### 1. Read the category guidelines

Read through the category criteria carefully so that you are clear on what the judges are looking for in each category. Think carefully – are you sure you are entering the right category for the achievements you wish to promote.

#### 2. Read the entry form

Read through the details in the entry form carefully so you are clear about what you need to do. Separate entry forms are available for each category it is important the correct entry form is completed. If you are entering more than one category do not cut and paste as section details are different. If in doubt, call us. We recognise that it takes time to put together an entry submission, so we're always happy to try to clarify issues. All entry forms will have a contact telephone number for enquiries.

#### 3. Stick to the guidelines

Make sure that you read the guidelines thoroughly. Ensure that you provide all the materials requested. Submissions must be provided in the correct format otherwise they will not make it onto the shortlist.

#### 4. Keep the messages simple and clear

You should avoid making your entry wordy and difficult to read. Keep to the word count specified in each section of the entry form.

#### 5. Provide the facts and figures to support your case

Ensure that you insert the key data requested into your entry form, appendices will not be reviewed. Judges will be looking for hard figures which clearly support your claims. For example, if you state that you work to reduce construction waste what are the figures to support this?

#### 6. Support your case with good images

Photographic images are an important part of your entry. We're not looking for just photos of gleaming finished buildings; we want to see before/after, work in progress, people and all aspects of the project.

#### 7. You're great but...

If you can get other people or organisations to support this then it's so much better. Testimonials from independent people are always helpful but these must be inserted into your entry form, appendices will not be reviewed by judges.

#### 8. Avoid jargon

Avoid unnecessary acronyms and technical terms which may not be understood by everyone.

#### 9. Don't leave your marketing department to do the entry without your input

Entries submitted by your PR people are easy to spot. Whilst the submission may look good you must ensure that it doesn't lack the hard business issues involved. The best entries involve collaboration between the construction and marketing team.

#### 10. Involve your team

Make sure that you involve your colleagues when pulling the submission together. Ask your colleagues to look through the entry highlighting any areas which could be improved or tweaked to make it more interesting for the judges and help increase your chances of success.