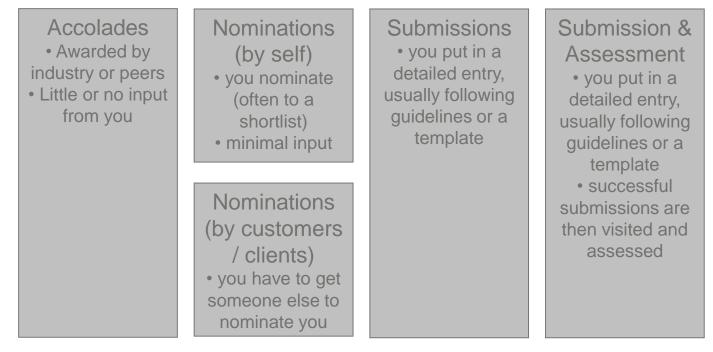
Top 10 Tips on Awards





- Be clear about why you want awards, stay focused and have a strategy.
 - Good for business
 - Good for morale
- Some things you could define in your strategy:
 - Geographic scope of awards (local, regional, national, global)
 - Aim of winning (awareness, branding, PR, sales, credibility)
 - Competition (Who else are you targeting? Who do you view as "best"?)
 - Chance of winning (defined category where you have a strength)
 - Support for award (internal, customer etc)
 - Use of award (logo for PR, dinner/event etc)

Understand the requirements of the award you're entering.



- Measure ROI through a log
 - Amount of PR coverage
 - Amount of new business
 - Time spent on award submission which generates work used elsewhere
 - Improvements made to the business as a direct result of submitting, winning or losing an award

A	В	E	н	I	J	к	L	M
Award	Category	Status	Submission content	Learning ł	Additional Utilisation of	PR / Business use of award	Total time spent	Time spent on
				feedback	Submission Vork		on submission	reusable work
							(man hours)	(man hours)
OPI (Office Products	Sustainability	Finalist	unknown	we need to do our own	nła	PR in OPI, OPI net	0	0
International) -				submission for next		internally in Phil's blog		
Environmental Vendor			l	year				
OPI (Office Products	Personality	Awarded	unknown		n/a	PR in Crain's Manchester, OPI,	0	0
International) - young						OPInet, MEN		
professional		ļ,	<u> </u>			internally in Phil's blog		
Office Depot	Sustainability	submitted &	The integration of management for		submission based almost entirely		3	0
Environmental Vendor of		waiting	sustainability into the strategic		on Queen's award work.			
the Year 2007			planning and daily operation of the business					
			the business					
Queens Award for	Sustainability	submitted &	The integration of management for		Content used for intranet pages,		16	8
Enterprise: Sustainability	_	confirmed	sustainability into the strategic		Office depot award, BiTC index			
			planning and daily operation of					
			the business	1. I. I. I. I.				
Business Commitment to	Sustainability	Not Awarded	Management focus of understanding, implementing and	requested and awaiting	Queen's award info	n/a	8	2
the Environment -			understanding, implementing and	feedback				

- Get the right people involved.
 - Management involvement
 - Make sure they know about and support your entry
 - Make sure one of them is free to collect award if an event
 - Small team to do submission
 - Different people will interpret questions differently
 - People from different areas of the business will bring different skills and knowledge

- Maximise your chances of winning find out more.
 - How many winners each year?
 - How many entrants?
 - Who won previously?
 - Why did they win?
 - What else did they win?

- Make the most of your submission.
 - Answer the question, the whole question and nothing but the question
 - Include figures or examples to add context
 - Make it easy to read
 - Make it easy for the judges to find what they need
 - Make it look nice
 - Follow the guidelines format, length, etc
 - Proof-read for content
 - $-\!-\!$ Proof-read for grammar
 - Check everything before you send it (missing pages, hyperlinks that don't work)
 - Check everything again

- Put yourself in the judges' shoes.
 - Read all the entries
 - Only use the call for entry or guidance notes for applicants
 - Conclude quickly

- Focus on what's important.
 - Structure
 - Format
 - Attachments/pictures (if allowed)
 - Grammar
 - Word Count

- Make the most of it.
 - Get feedback win or lose
 - Attend the event and network
 - PR the award
 - Measure ongoing effectiveness

CIM | Top 10 Tips on Awards

Tip number 10

• Enjoy it and have fun.

Good luck!



