

# Top 10 Tips on Awards



# Tip number 1

- 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)

# Tip number 2

- Understand the requirements of the award you're entering.

## Accolades

- Awarded by industry or peers
- Little or no input from you

## Nominations (by self)

- you nominate (often to a shortlist)
- minimal input

## Nominations (by customers / clients)

- you have to get someone else to nominate you

## Submissions

- you put in a detailed entry, usually following guidelines or a template

## Submission & Assessment

- you put in a detailed entry, usually following guidelines or a template
- successful submissions are then visited and assessed

# Tip number 3

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

# Tip number 4

- 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

# Tip number 5

- 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?

# Tip number 6

- 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

# Tip number 7

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



# Tip number 8

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

# Tip number 9

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

# Tip number 10

- Enjoy it and have fun.
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Good luck!

CIM

