



Top 10 tips for winning awards

INTRODUCTION

Winning awards is good for business. Even getting shortlisted raises your profile, boosts your reputation and helps win new business.

There's lots of awards out there to enter and you have nothing to lose, so there's no excuse to be modest about your work – get out there and shout about it.

As a full service communications consultancy, we at Word Association are experienced at identifying, researching and producing winning award entries.

So here are our top ten tips to success.

1. Check the small print

In your enthusiasm to wax lyrical about your marvellously exciting initiative, you may forget to thoroughly read through the full rules that govern how you should complete and submit your entry. Don't. Make sure you stick to the word count, the amount and type of supporting material, the sections you need to cover and – most importantly – the deadline..

2. Tailor the entry to tick every box

Don't make the mistake of using the same entry when you are entering a piece of work into a number of categories or awards. You will need to re-write and tailor each entry so that it meets all the relevant criteria, answers all the questions and highlights its particular suitability for a specific award.

3. Keep to the point and ensure an eye for detail

Make sure you don't waste portions of your precious word count with extraneous information that doesn't contribute to proving the overall point of what you are trying to say. By the same token, check it is spot-on in terms of grammar, spelling and clarity. It often helps to print out the completed entry and get someone else to read it through with a fresh eye, who has had little or no previous involvement with the project.

4. Communicate your passion

You want your work, and your award entry, to stand out. So you need to communicate your enthusiasm for what you and your team have done. Explain what makes it unique and ground-breaking. The best entries are those written by people closely involved with the piece of work in question, so not only their detailed knowledge but their passion for the subject shines through.

5. Don't get carried away

In sharing your excitement about your work, don't fall into the trap of exaggerating what was done and making inflated claims about what it has achieved. Stick to the truth. If judges suspect you haven't, they can research the work themselves and you'll get found out – and your entry will be eliminated.

TOP 10 TIPS FOR WINNING AWARDS

6. Explain the challenges you overcame

It is tempting to paint a rosy picture of the perfectly executed campaign which ran miraculously smoothly. But any project has glitches and judges want to hear about them – what happened and how you dealt with them. As well as all the things that went well, judges will be impressed by how you rose to real-life challenges and turned potential negatives into positives.

7. Evaluate your work

Any piece of work starts with aims and objectives, so judges want to see the results. Explain – and give evidence of – the impact of your particular campaign or project. Evaluate what it achieved and why it has made such a difference – then demonstrate that in your entry.

8. Acknowledge everyone's efforts

Make sure you acknowledge all the contributors who worked on the project to make it a success. Most things are achieved through team work, so make sure your entry reflects that. Give due credit to the relevant team members, client, freelancers and other agencies involved.

9. Get the boss on board

Ensure your boss is happy with you entering a particular award on behalf of the company and, if required, approves the submission. If your piece of work was for a specific client, you must also get permission from them as they may well have their own policies and procedures for entering awards.

10. Make sure you haven't missed anything vital out

It may seem obvious but do make sure the entry tells the whole story and answers all the relevant questions. It shouldn't need the supporting material to fill in any gaps – that should just back up what you have already said in the main submission.

We hope these tips help you in your award-winning endeavours. But, if you want further advice or information about our awards service and how we can help you, contact us at Word Association on **01455 614333**, email mark@wordassociation.co.uk or go to our website at www.wordassociation.co.uk

Word Association's awards service includes:

- ▶ identifying and researching suitable awards
- ▶ suggesting the most appropriate to showcase your business, services and projects
- ▶ writing award-winning copy for the award entry
- ▶ organising supplementary material, such as short films, interviews and case studies, to support your submission
- ▶ designing a creative layout and presentation of material to catch the judges' eye
- ▶ submitting entries
- ▶ monitoring the results and keeping you informed through every step of the judging process.



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