Guidance for writing an award-winning submission

1. Read the judging criteria for the overall award and for each question.

Read the criteria multiple times and direct your answer so that it relates back to the criteria. Make sure you cover each point mentioned.

2. Take note of the maximum word count given for each answer.

This is not just the maximum, but also an indication of how much information you should be giving, so aim for the amount stated. For example, if the word count is 150 words but you only supply 30, you are likely not covering all points or giving enough detail that the judges are looking for.

3. Give evidence to your claims with any statistics or facts you have available.

For example, if you have seen an increase in turnover, state by how much and in what time-frame. For every statement made, aim to back this up with evidence or an example.

4. Include all relevant information clearly.

When you have a limited number of words to use, make sure that you are clear, concise and focused with your information. If you are struggling to keep to the word limit, consider the hierarchy of your information – what is the most important information you need to include and what is just a 'nice to know'.

5. Include any references to collaborations, testimonials or case studies.

The more evidence you can supply to support your submission the better.

6. Submit your entries with plenty of time – and ask for feedback!

Aim to submit your entry with a few weeks to spare and if you have any trouble completing the form get in touch with a member of the team. Whilst they cannot help you write the submission, they can point out if any questions just haven't hit the mark.

It's also a good idea to ask a colleague to read your submission before entering, as a new perspective can add another level to the entry or pick up on any errors.