

WRITING A WINNING AWARD SUBMISSION

Industry awards are a great opportunity to showcase your business, service or product to your target customers. If you're going to take the time to enter an award, you want to make sure you have the best chance of succeeding.

BBS Communications is an award-winning agency and has a successful track record of writing award submissions for businesses across a range of industries and disciplines. Here are our top 10 tips to writing an award-winning entry submission.

- 1. Consider the question or criteria item carefully**
Ensure that you've interpreted the question and its keywords thoughtfully and that your answer directly reflects the criteria.
- 2. Tell a story with your response**
Documents that flow well are a delight to read and invoking a sense of story will make your submission stand out.
- 3. Use spell-check**
It sounds obvious, but correct spelling and grammar may just set your submission apart from your competitors.
- 4. Have someone else read your submission**
Having a third-party point of view is a great way to identify any problems that you might have missed.
- 5. Stick to the word count**
Most submissions have a specific word count. Telling your story succinctly within designated limits is 'must have' in the eyes of the judges.
- 6. Don't get stuck on small details**
When you're passionate about your business, product or community it can be easy to fall into microanalysis. Instead try to consider larger themes and the impact your service has in a broader context.
- 7. Give yourself enough time to write**
Writing an award submission isn't something that should be left to the last minute. If you're hoping to win, have a plan of attack and include the editing process in your timeframes.

insightful, creative, passionate

corporate communication | digital communication | investor relations | media relations | stakeholder engagement | training and coaching

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8. Including problem solving can be valuable

Explaining how you were able to prevent, identify or overcome problems with examples is an opportunity to demonstrate the tenacity of your product, systems or processes.

9. Back up every claim with direct evidence

Don't be afraid to provide multiple quantitative and qualitative examples when responding to questions, this will improve your credibility.

10. Provide useful summaries

Some submissions require an executive summary; you should aim to condense the entire submission into that summary – spoilers and all!

BONUS TIP: Consider how you can convey your community with visuals

When submissions ask for accompanying images or video, ensure the pieces you've selected pair well with your document and showcase what you want to demonstrate in the best way possible. Always provide high quality imagery or videos (professional where possible) that fit within the required file sizes and formats.

If you need help writing your award entry submission contact us:

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