

Team Award Entry Top Tips

First Deadline for Entries: 14th December 2018

Extended Deadline for Entries: 11th January 2019

- Pay attention to the word counts. Judges will have to read approximately 30 entries, so you need to summarise why you deserve to win in as shorter form as you can.
- Feel free to use pictures and graphs to illustrate your success.
- Make sure you don't get your numbers wrong, the judges will check!
- Remember to demonstrate why you were creative and how the work you have entered hit its objectives.

100 word nomination description:

Here we are simply looking for highlights and a brief description your business and its business objectives.

If you are an agency, here you need to outline your story of what makes you stand out from the crowd.

If you're an in-house team then you'll need to outline the communications' teams role in achieving that business success, or overcoming business challenges.

You should start to build a story of why your team has had a great year by building context of success, be that growth, new business wins, business restructuring etc.

You can add supporting sentences covering more detail of your strategy but be concise, there is no need for specifics at this stage.

Think of this section as a pitch - sell yourself here and shout about what you've done but don't waffle, be focussed.

This is the first section judges will see, so it needs to grab their attention.

Team / Agency Objectives:

What were your objectives, what were you tasked to do and briefly highlight the main challenges to overcome (there will be more on this later).

Here you need to outline what your business is all about. What is your positioning? What were the objectives for your organisation (if an agency) or the communications team if an in-house team?

This section is all about trying to add to the story, in the form of your objectives, why it is that your team has had such a good year.

If you are an in-house team your objectives could be a mix of business KPIs and specific communications KPIs. If this is an agency entry they should include some financials, alongside strategy and perhaps other softer KPIs.

You might include with what drives you as a team or an organisation, how things changed in recent years. Have you expanded/remoulded/reinvigorated for any reason? What was that reason and what was the result?

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Recent campaign / work example(s) including objectives, implementation, results and evaluation

To state the obvious, this is a public relations/communications award scheme, so an award winning team needs to be able to show that they have done some excellent PR and communications work.

This is your opportunity to shout about your work/campaigns that you are particularly proud of.

Clearly state the objectives, list if necessary and perhaps highlight one or two of your proudest moments. Most importantly, make clear your results, show the tangible evidence that what you did worked. Illustrate creativity, clever strategy and effective, budget controlled implementation - use of relevant imagery is fine here, all adding to the feel of the campaign and telling your story.

Details of any recent achievements:

Again, listing your achievements here works well, focuses the mind and helps the judges see clearly why you should be considered for the award. This is also your opportunity to talk about what you have done this year that makes your team special.

Details of the challenges faced by the team and how these were overcome:

This section of the form wants you to not only highlight the challenges but what you did to overcome them. Don't be shy here, shout about your wins but as always, keep it clear and focussed on the question.

Why you think your entry should win this award:

This needs to pack a punch with some evidence behind it and not just be your opinion! Give the judges some real reasons to pick you from the crowd. This is your final chance so go for it.