

Tips to write a winning nomination

Aim for a simple, clear, and data driven response. Simple stories with clear objectives and/or results backed by data have been competitive nominations in previous years.

- **Start early** – Read the three questions, start writing your story today and give yourself a big head start to increase your chances.
- **Draft your entry offline** – It's our recommendation to write the first version of your submission offline.
- **Collaboration is key** – Get together with your colleagues and the teams you worked with on your projects to pinpoint your achievements.
- **Tell a great story** – Check that you are clear on the 'who', 'what' and 'why' of your story in order to keep the reader engaged and interested in reading. Make it a bit more human.
- **Linking results to objectives** – Showcasing your results is great, but they should be put in the context of what you were trying to achieve. Make sure you back up your story with data, metrics and return on investment.
- **Facts and figures** – Specific details help make your entry stand out. Make sure you back up your story with data, metrics and return on investment.
- **Check your spelling, grammar and wordcount** – Take your time when looking over your entry and do a simple spell check and grammar check.