

# **Tips For Entering and Winning An Awards Contest**

**By Tom Unger, APR, ABC**

- 1) In most contests, your entry write-up constitutes half of your total score. So spend at least eight hours drafting your write-up. Show it to at least two others for proofing.
- 2) You must be able to show that you had specific objectives in mind before you implemented your project (and the more measurable they are the better).
- 3) You must be able to document results for your entry, as well as explain how you measured those results.
- 4) Use the same categories in your entry write-up that are used in the application form. This makes it easy for the judges to find what they need to when scoring your entry.
- 5) Read the rules carefully to avoid disqualification. Make sure you enter the appropriate category and do not exceed the page limit for the write-up.
- 6) Make sure you label your entry clearly so the contest organizers and judges know which category you're entering.
- 7) If your entry has some type of interesting graphic image or photo associated with it, put it on the cover of your entry binder, along with an interesting headline. Use your binder cover to help "sell" your entry to the judges. Think of the way cereal companies use eye catching graphics and text on the box cover to help convince shoppers to buy their product. Don't let the opportunity slip to market your entry in a similar fashion to the judges.
- 8) Save yourself time and money by only entering a contest with award-winning caliber work. Don't bother entering if you did not:
  - A. Set specific objectives
  - B. Measure your results
  - C. Meet or exceed your objectives

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