



The CIHT Awards are a fantastic opportunity to showcase your work, boost your reputation and highlight the value of your projects to colleagues, the sector and general public.

We ensure there is no obstacle to enter and provide you with a simple and accessible online application process which you can start and save before submitting up to the submission deadline of 28th February 2020.

All you have to do is address all 4 judging criteria (Initiation, Implementation, Execution and Evaluation) and submit before the deadline. To help you further and enhance your chances of success we have provided guidelines and tips to fine tune your application.

30 Second Guidance

What Makes a Good Entry	What Makes a Bad Entry
<ul style="list-style-type: none"> • Have clearly addressed all the criteria • Have focussed the entry clearly to the category • Have provided clearly evidence of benefits, from external sources • Written in a way that makes it easy to understand for those not familiar with the details of your work • All parties involved signed up to the entry 	<ul style="list-style-type: none"> • Using previous case studies or other awards entries without adapting • Not addressing all the criteria • No evidence presented of the benefits • Using out of date evidence • Coming across as a sales pitch

12 tips for writing a successful entry for the CIHT Awards

- **Review the guidelines, entry criteria and entry rules** provided on the individual awards pages. This will enable you to keep focused and ensure you not only meet the requirements of the judges but also give you the greatest chance of success.
- **Do not be intimidated.** There is no obstacle to enter, no project too big or too small, start your entry today. We have made the application process as easy as possible to enable you to showcase your work as effectively as possible. No trick questions. Nothing to catch you out. Whether you represent a small company or a global corporation each application has the same simple four questions and judged by the same criteria.

- **A single project can be many things.** It is important that you find the right category or categories for your entry. Some entries might be eligible for several categories; however, you must write a separate entry for each entry and make sure that you address the brief and criteria for each award category.
- **Start your application as soon as possible.** Get the admin out of the way so you can see how easy it is to apply. You can save and return to your application at any point before the closing date on the 28th February 2020
- **Has the work been done already for you?** Perhaps you already have an existing case study, report or presentation produced on this work that you can adapt for your entry.
- **Keep it focused:** Focus on addressing the assessment criteria. Don't just complete your entry with the contents of existing sales and marketing materials without addressing the criteria.
- **Start gathering the information you need to answer the criteria for the award(s).** You might also need to contact your colleagues, making it clear exactly what you need them to provide and setting a deadline for when you need this well in advance of the Awards' closing date on the 28th February 2020.
- **Tell a story:** beginning, middle and end. Our award criteria lets you write your entry in this way, with the criteria divided by Initiation, Implementation, Execution and Evaluation. Once you have filled in the criteria, make sure to read the entry again with the criteria in mind.
- **Support with facts and evidence:** It is not enough to say that you have improved results etc. Provide evidence to show real results.
- **Showcase your work in the criteria.** The executive summary is not judged and is for CIHT marketing purposes if your application is shortlisted. Remember, that you should not introduce new information in the executive summary.
- **Provide further context.** You are encouraged to upload additional images, videos or PDF's. While this is not part of what is judged, it can provide judges with a better picture of your work and bring it to life if presented clearly and succinctly.
- **Get a second opinion.** Before submission, circulate the entry those involved with the work for their feedback. It is also a good idea to get someone who is not familiar with the work, or even with the profession, to read the entry as they will not take any information for granted. Were their key takeaways the same as you intended? Others will often be able to spot important points that are missing from the entry text. Revise your text to accommodate the feedback.