

# How to prepare an award-winning entry



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# Category & Project Selection



- Submission is not as difficult as it seems
- Start early, allocate sufficient time for preparing and reviewing your entry
- **Go for several categories and/or several entries for each category**
- If it is a project award, choose project carefully
- If it is a company or apprentice award, think of bright examples



# Photos and Videos

- Top quality, inspirational and professional pictures & videos
- Mostly show end result (fully completed, fully furnished)
- Show the full scope (not just some details)
- Show various project areas
- If you have videos, add links to videos into text



# Story Behind Your Entry

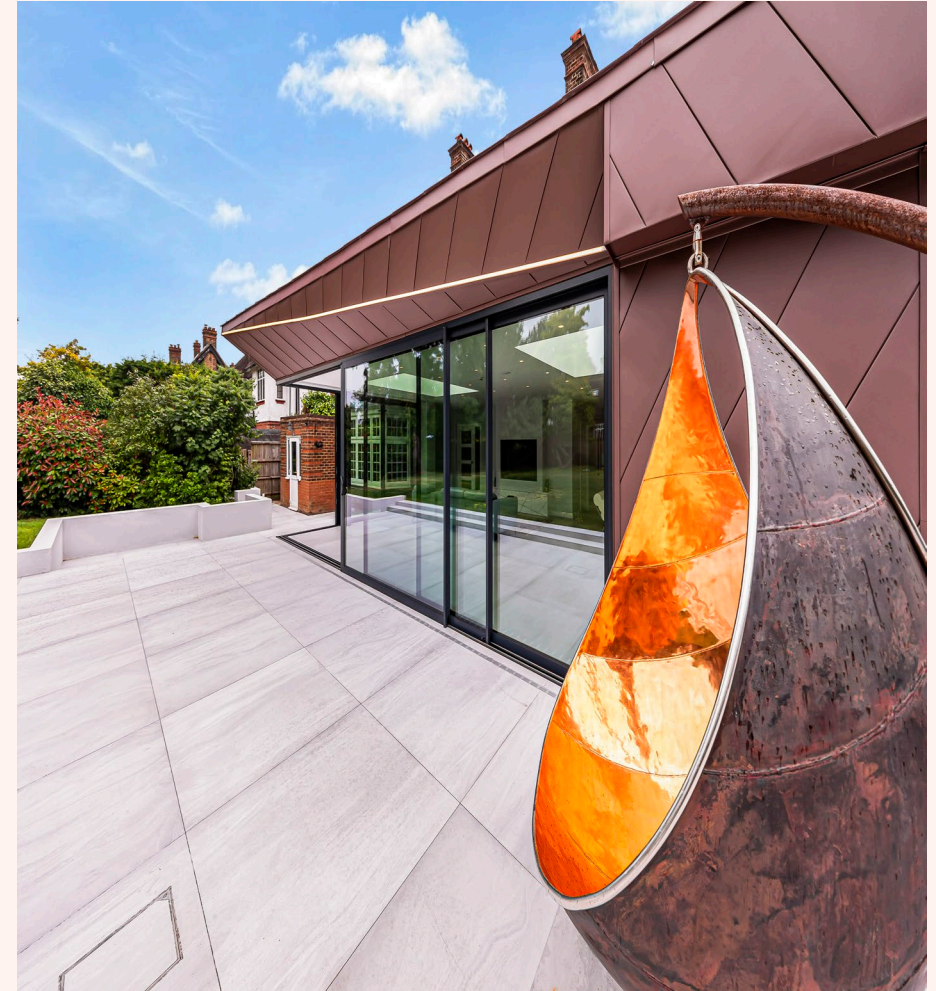


- Must be an outstanding project (think about successful processes)
- Use contrasts (what could be and what actually happened)
- Mention challenges and outstanding problem solving (e.g. value engineering, improved timeline)
- Summarize what you learned
- Explain what client felt
- Think from judges' perspective – what they are interested in



# Text Preparation

- Create texts in advance, review and improve
- Make it easy to read and up to the point
- Use bullet points
- Add links to your website, any publications, your YouTube channel, client testimonials, etc.
- Use AI for proofing (Chat GPT, Gemini)
- Always double check





# Award Implications

- Incredible ceremonies with industry leaders (local & national)
- Online visibility and local publications (articles, magazines)
- Morale boost
- Outstanding advertising material
- Reassurance for perspective clients
- A reason to be proud for existing client (subsequent recommendations)





# Thank you

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