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With over 20 years' experience celebrating business achievement, the last 12 months have been unparalleled in the obstacles faced and challenges overcome.

We're certain that there are countless reasons for businesses to celebrate at this year's awards, so here are some tips on what you can do to add that little bit extra to your entry, as well as some things to avoid.

DO

▶ STAND OUT

This is your chance to highlight why your business is unique in the market place. What initiatives have been behind your success this year? What makes you different?

▶ BE RELEVANT

Simply cramming everything your business does into the entry and hoping for the best won't do. Make sure your entry is laser-focused on the award you are hoping to win.

▶ BE CLEAR AND CONCISE

There are a lot of entries – you need to get your message across quickly and grab the judges' attention.

▶ CHECK AND CHECK AGAIN

Spelling and grammar errors matter. Silly mistakes give a bad impression of your business.

▶ PROVIDE EVIDENCE

Making a claim and not backing it up won't cut it with the judges. So, make sure you can prove what you are saying.

DON'T

▶ BE LAZY

Simply copying and pasting links from your online reviews is not what the judges are looking for.

▶ WAFFLE

We want to know all about your triumphs – but get to the point quickly and move on to the next reason your business should be nominated.

▶ FIB

You will get found out – and our judges have long memories.

▶ FOCUS ON THE FUTURE

We are sure your plans for the next 12 months are stellar – but you can tell us about them when they have come to fruition.

▶ LEAVE IT TO THE LAST MINUTE

Rushed entries rarely win awards. Give yourself time to ensure you say everything you need to.