



HOW TO CREATE AN AWARD-WINNING ENTRY

Hints and advice from Electronics Weekly group editor and Elektra Awards moderator, Clive Couldwell

Firstly, the formal bit...

All entries must be made using the online submission form. Please follow the instructions closely, paying particular attention to the information being asked of you.

Only by keeping to the format and criteria requested can you ensure that the judges will have everything they need to evaluate your entry, and compare it accurately with other entries in the category.

Entries submitted by any other means, or in any other format, will be disqualified.

Before submitting your entry, please make sure it is complete - including relevant supporting documents. It will not be possible to amend your entry, or provide additional information once your entry has been submitted.

The information provided within your entry will be treated as confidential. However, please ensure you have permission to disclose information externally before you submit your entry. Once submitted we cannot remove your entry from the judging process. All Elektra Awards judges are bound by Non-Disclosure Agreements.

Now, with a little more informality...

Thanks for taking the time and trouble to enter our awards. We appreciate it. Please put some decent thinking time aside to think about the categories you feel are most appropriate for you to enter, make a quick scan of the requirements/criteria for that category, assemble all the information the questions are asking for, and then sit down, clear your head, pour a cup of tea if that's your bag, and look afresh at the entry.

Then consider these 3 simple rules:

Answer the questions asked of you

Don't infer

Keep it simple

This may seem obvious but please assume the judges don't have any information on your company and products other than what you present to them. They are going to judge your entry only on the information you provide.

Also, please don't assume the judges will have the same in-depth knowledge as you have about your product and/or technology and be able to 'join the dots' if you assumed they might. Clearly they're a collection of knowledgeable, capable people, but they are instructed by the entry and the information contained.

Financial information and customer testimonials can be tricky, but all are treated with the upmost confidence and can be safely included (NDAs are in place). Including such information does help the entry.

Bottom line:

Ensure the entry covers the category criteria comprehensively with supporting evidence.

Keep it short and concise with the key points easily accessible to judges. Go into more depth with the supporting information.

A bit more detail...

Please look at the criteria carefully when deciding on the appropriate category to enter. The Elektra Awards team reserves the right to move your entry to another category if we feel it is better suited.

You will be judged on your written entry. Whilst there is the option to upload supporting documents within your submission, these documents are not scored, therefore important information must be relayed in the mandatory text fields, indicated by an asterisk.

So, the essentials on screen...

Your entry must observe the indicated word limit requirements for each section. Take care again to read the criteria, include all the information we ask for, and demonstrate thoroughly how you meet the criteria for the award category you are entering.

We highly recommend writing your entry in a word document first, before then copying and pasting it into the online entry form. This will remove the risk of you losing your entry if there are any online issues.

Give your submission a name - if your entry is successful, this title will be used to promote your entry.

Please provide a 750-word online submission focusing on the criteria provided on the website. Please also note that you can also provide supporting PDF documents, but these are limited to THREE per entry.

Please provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Your company logo should be supplied in colour as a vector eps file. We recommend a dpi of at least 300. If successful, this will be used alongside your entry on the evening and in the magazine.

Please provide a short summary - in no more than 50 words - of your entry. This may appear in Electronics Weekly and in any relevant marketing communications about the awards should you make the shortlist. Please note that we reserve the right to edit for consistency and publishing reasons.

Please provide a JPEG or PNG image that best supports your entry (eg. project, building or team image). If successful, this will be used alongside your entry on the evening and in the magazine.

Please provide support material where you feel it will enhance your entry, such as case studies or video links. Please upload one zip file containing no more than THREE documents.

Judges are not required to score supporting material but can use supporting material as evidence to support a claim. For this reason, please ensure all important statements are included in the main body of your awards submission - do not rely on the supporting materials section alone to evidence your entry.

If a picture's worth a thousand words, think what a video can do! This is not mandatory but we strongly recommend providing a video link to show the judges a visual of your entry.

Right, that's it. Good luck, and thanks very much for entering the Elektra Awards.

Clive