

Black Country Chamber of Commerce Awards Tips for Entrants

Answer the question

This sounds pretty obvious but sometimes entrants are so keen to include something in particular in their entry, they write about it in the wrong section or when it doesn't really answer the question.

Use the allocated word count

If you have been given a limit on words, try and use as many of them as you can without 'waffling'. The word count is an indication of the number of points allocated to each question. If you use more than the allocated words, your answer will be cut off at the word limit so the judges won't read that part of your answer.

Allow yourself plenty of time

Check the closing date and make sure you give yourself enough time to review and edit your answers. You may want to do this in a few sittings.

Gather your data, facts and examples before you start completing the application

Some of the questions ask for specific information which you may need to get from other departments within your business. Request this information well in advance of you completing the application form to avoid delays.

Keep it simple

It is unlikely that the judges have extensive knowledge of your industry so explain your answers in simple terms. If you are using acronyms, give the meaning the first time you use it.

Use numbers where possible

If you want to explain your success in certain areas, use numbers where you can to quantify the things you do well.

Stand out from the others

Think about the things you do which are likely to be different to other businesses. Let the passion you have for your business come through in the way you write the entry.

Ask colleagues to help

Colleagues may be able to give a slightly different perspective or help you think of examples which you had not been involved in. Other people are often very good at giving constructive critique to something they have not written.

Read the rules

The rules give you vital information about what insertions are allowed, word count and the process.

Ask for help

One of our team can review your entry and point out any obvious mistakes providing you send them your application well in advance of the closing date. Some of our members offer a chargeable Award writing service so please ask your relationship manager for details.

