

TOP 10 TIPS FOR AN AWARD-WINNING CMI PARTNER AWARDS ENTRY



With three awards to enter, these top tips will help you create an award-winning entry.

[HE Partner of the Year](#)

[Learning Provider of the Year](#)

[Outstanding Innovation & Delivery](#)

1. HAVE A CLEAR PICTURE

Be sure to pick the right category and ask yourself, is the project too big? And is it too soon to enter it? If the outcome of your project isn't clear yet, better to leave it a year.

2. GIVE IT TIME

Start early and give yourself time, a good entry usually takes at least a week. Make sure your entry is saved as a word document locally so you can keep adding, reflecting and shaping your answers before submitting it. If you've given yourself enough time you can use your internal PR and marketing experts to make sure it looks and sounds great.

3. THE EXECUTIVE SUMMARY IS PARAMOUNT

Many judges will view the executive summary as the most important part of an entry. It is the scene setter - the three key elements to include are objectives, results/impact and an x-factor.

4. MAKE IT EASY TO UNDERSTAND

A submission has to be written simply so everyone understands it, be sure to avoid unnecessary jargon and back up your claims with evidence. Always go back to the question that has been asked to ensure what you have written really connects with the principles of the award.

5. PROVIDE SPECIFIC DATA

Provide specific data that evidences both the positive results and experiences of your clients and learners, as well as the impact of your services.

6. CREATE AN IMPACT

Leave a lasting impression by including personal stories that catch the judges attention whilst challenging them with something they haven't thought about before. The aim is to stand out from the crowd by showcasing initiatives and innovations that will set you apart from the competition.

7. SHARE REAL EXAMPLES

Bring your entry to life by sharing real examples of where a difference has been made to people's careers and the achievements your team have had.

8. GOOD HOUSEKEEPING

Proof, proof and proof again. The most common mistakes in award entries are those that are most simple to fix - spelling, grammar, forgetting to attach something you said you would, leaving track marks/comments in the document.

9. ASK FOR FEEDBACK

It's good to test out an entry on others. Take in their perspective of the impact of what you have achieved professionally and personally, their insight will be second to none.

10. WRITE FROM THE HEART

Tell your story, not what you think people want to hear, but the journey you have actually been on, imperfections and all. Think of it as writing a piece of history that will make you and others feel incredibly proud to have been a part of.

So what are you waiting for...
Find out more and submit your entry for the
[2021 Partner Awards](#) today.