

# KEY NMA ENTRY TIPS

If you are anxious to optimise your entry and grab an opportunity to win an award simply follow our tips and you'll have the best chance to secure a trophy on the night

## 1) Ensure your entry matches the criteria

The judges will be scoring each entry based upon the criteria and this may vary from category to category. Make sure you read the criteria carefully and provide the required information

## 2) Be mindful of the word count

Keep your entry within the word limit. This will work to your advantage as the judges have numerous entries to assess and a concise purposeful entry will get your message across more effectively.

## 3) Be defined and unobscured

For many of categories you will be asked to outline the objectives, strategies and initiatives employed. A consistent, rational text avoiding jargon and highlighting key facts will clearly communicate the virtues of your entry.

## 4) Put it into context

The environment you are operating in has a keen bearing. There could be unique challenges or issues that your title/team/company are working with. Accurate communication here will make your submission more visible

## 5) Include evidence & be transparent

Sound evidence directed to the criteria will be highly effective. Communicate honestly and avoid generalisations

## 6) Allow time

Do your submission justice and allow yourself plenty of time to get your entry right. Download the template from the website and work through until you're happy.

## 7) Proof-read your entry

Make sure you read your entry through several times and ask a colleague to do so as well. Poor grammar and typos can spoil an otherwise worthy entry

## 8) You be the judge

If you were the judge reading your entry, would you be impressed? Ask someone not involved to be an internal judge, are they impressed? If they're not, then its unlikely ours will be