



Application & Submission TIPS

Winning nominations all have one thing in common; they are well organized, easy to navigate and clearly articulate to the judges WHY the nominee should win in that specific category.

Meet all application deadlines.

You can't write a thoughtful entry at the last minute; you just can't. Use a calendar or planner, make a schedule, and stick to it. If you miss the deadline, even by just one day, you will not be considered.

Start to Gather application materials early.

Give yourself plenty of time to complete each step. Applications that have been rushed look sloppy, and incomplete applications probably won't be accepted.

Photos.

Shoot early in the morning or in late afternoon when the light is filtered at a smaller angle. Also, we recommend that your pictures depict various stages of construction and/or tell the "story" of your entry and the project's individual challenges or innovation. Detailed photos are good, but you also need to capture the wide-angle view as well. Be on the look-out for safety violations or lack of safety in the photos you send with application. Judges will mark you down for this.

Read the question.

It's amazing how often the person submitting an award entry doesn't bother to read the questions. Every contest has a different focus. They have peculiar quirks. You cannot write a generic entry and submit it to every contest. It doesn't work.

Stay on point.

Make sure your answer addresses the question directly. This is not a chance for you to veer off into a different direction to profile something you want the judges to know. Stay on topic and know the judge is most grateful when they have an answer they can easily grade.

Don't skip questions.

Sounds obvious, right? You'd be surprised how many people skip questions. Every question left unanswered results in a judge marking down your application. Judges work on a points system where the highest score wins. If you garner no points for an entire question or category, you're likely taking yourself out of the running for a win.

Follow directions to the letter.

Make sure every bit of required information is submitted with your original entry. Judges probably won't be able to contact you if something is missing or incomplete. Use page 2 of the Job of Year Application as a checklist of information needed to complete an application. Make sure to use it and tick off each item before you send your application off.



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Stick to the to the maximum page limit

These limits are designed to ensure judges have enough time to get through all the entries in the allotted time. The page size should be a standard 8.5x11. Photos do NOT count towards the page length. If you embed photos in your narrative, you can go over pages to compensate for the space the photos took.

Tell the truth.

Never lie in your award application because the truth will always come out. If you are caught being untruthful in your award application it can cause considerable damage to your reputation and embarrassment if the award is taken off you. It's best to avoid a potential PR disaster by always telling the truth in your award application.

Tell a story.

Have mercy on the poor judge who has 15, 20 or 30 applications to read. You can make your entry stand out by deploying brand storytelling techniques. *Brand storytelling is the art of shaping a company's identity through the use of narratives and storytelling techniques that facilitate an emotional response and establish meaningful connections.*

Quantify results.

When you quantify something, you're putting it in numbers. Your entry should have some well-calculated and real numbers to help you tell your story.

Get your staff and co-workers involved.

The bigger the award, the more information you'll need. Ask why you should win a particular award. Get your co-workers involved and have them help you collect evidence, metrics, examples, testimonials or anything else needed for your application.

Aim for perfection.

Spelling, punctuation and language usage are all taken into consideration. Your final submission should be devoid of errors. Work with an editor or a proofreader to ensure your application is perfect.

Read your submission aloud.

Before you send off your award entry, stand up and read it using your normal speaking voice. You'll be amazed at how the act of getting on your feet and using your full voice uncovers clumsy sentences and other errors affecting the readability of your submission.

It's YOUR JOB to convey all of the pertinent and persuasive information judges need to make an informed selection.
