

10 Tips for Successful Industry Award Nominations



Industry awards can be great channels for promotion. If you are nominated or shortlisted, you are likely to feature in the organizer’s publicity campaign, gaining exposure and kudos. You can also promote the recognition through your own online and social media networks and communications with customers and prospects.

And if you win - even better!

To maximize your chances of reaching the shortlist, here are some tips gathered from Pinnacle’s long experience of identifying relevant awards for its clients and creating award entries optimized for success.

1. Check that you are eligible; awards may have geographical or time constraints – for example, where a product was developed or when it went on sale may be significant.
2. Read the submission instructions carefully – some want 200 words, some want pages of documentation submitted online; get it wrong and you could either miss an opportunity to say more or have half your material discarded.
3. Be honest about your chances and don’t just submit something because it is new to your company.
4. Look at previous winners for pointers – you may even be able to speak to them or their agency for advice.
5. Be imaginative in selecting entries and categories – technology does not always have to be revolutionary; its strengths may be in the design or manufacturing process used, the environmental benefits it delivers, or proof of demand through commercial success.
6. If you don’t have the time or resources to compile your own entry, use someone who has a track record of past successes to help you.
7. Read the description of your chosen category closely and tailor your entry to match each of the points the organizers are looking for.
8. Speak to one of the current or previous judges to find out what they think makes a ‘good entry.’
9. Ensure you supply any necessary supporting collateral – logo, photograph, and entry fee (if it is required).
10. Keep an eye on deadlines and remember that although some organizers are flexible others have a strict cut off point.



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