

WINNING TIPS FOR ENTERING MEMBERS

From their experience in other award schemes, there are a number of key observations that our judges have made over the years about the quality and composition of the entries they receive. There's no question that, down the years, they have seen some entries that could have been category winners – if they'd followed the basic seven guidelines below:



1. The Entry is Everything

The judges make their decision based on what you have supplied them. As industry professionals, we all walk into the judging room knowing a reasonable amount about some of the more high-profile entries we have received. But it doesn't matter how good or ground-breaking the entry is, you won't win if you don't get that point across in your submission. There's a good reason for this. Many entries are not known to the judges in detail. So to bring pre-judgments into the process would create an un-level playing field and distort judging. The only way for any industry awards to be completely fair is to stick to the story that is told within the entry form.

2. Keep It Simple

Entries have a maximum word count. Due to the hundreds of entries, there simply isn't time to read a book-length reports on every single one. Because the judges are, on the whole, nice people they don't reject longer entries out of hand (so don't panic if you have written an extra FEW words). Just keep in mind the phrase: 'Less is more'. You are trying to help the judges get to the heart of your story quickly.

3. Tick all the Boxes

Every year without fail, the judges will lament that fact that Entry X would have won if it had spelt out its objectives clearly while Entry Y can't be on the shortlist because it hasn't bothered to put down any results. The judges want to see objectives, activation and results. They get excited by words like evaluation and research. You MIGHT make a shortlist if you are weak on ONE of these points but you almost certainly won't win. Having a fantastically creative implementation strategy will not win an Award if you don't say what it delivered.

4. Don't Cut Corners.

Avoid the temptation to take internal presentations and rebadge it as an entry for the Awards. The judges can tell. This isn't to say that materials within such documents can't form the basis of an entry but you need to amend the entry and ensure it is ticking the boxes outlined above.

5. Take Care with Numbers

Where numbers are particularly relevant in an award category, as a general observation, many make big claims on value and numbers, this is rarely a differentiator unless it is awesome or endorsed by cast iron research. Winning awards tend to have both quantitative and qualitative results and one or two compelling observations.

6. Care with Categories

There are three points here. Firstly, some entrants enter in the wrong category - it is worth talking it over with colleagues so you all really know what it means. Secondly, Some entries don't fully cover the ground. Finally, some companies try to double their chances by entering two categories. But they don't adapt their entry accordingly. There are specific concerns in each category. This doesn't mean you have to rewrite everything from scratch – just that you need to add a short category-appropriate introduction upfront and read through to make sure you've talked up the sections that are relevant to each of your categories.

7. Being the biggest doesn't mean you'll win

Big companies will inevitably feature prominently because they initiate their entries across so many categories. If we didn't acknowledge that fact it would look silly. This does not mean small companies can't win. Our judges bend over backwards to be fair.



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Your entries will be judged by the group of the most experienced industry experts who make up each categories nominated Award Champion. Entries are distributed to specialist award judges immediately after the festive season break. Judging will take place during January and early February 2019 and all entrants will be informed of the outcomes by 14th february 2019 latest.

Shortlists, where applicable, are then arrived at by specialist sub-groups who then re-read each entry and discuss the individual entries in a round table format. Category winners are decided upon by a consensus agreement by each category's Award Champion Team and only the Awards organisers' are privy to the winners.

As you would expect no judge will judge entries which he or she has worked on or had involvement in, however minor. You can expect and will receive a totally transparent judging process. Relevance, rationale, maximum use of all opportunities, creative thinking, outcomes and benefits to interested parties, users and the general industry are all important.

So there it is – the inside track on The CSSA Awards. And why should you want one on your Office or Boardroom Cabinet, and display the fact on your website, stationery, business cards etc.? Well, the simple fact is that the Awards are the standard by which

the UK Cleaning industry as a whole is judged. Whether you win or are on the shortlist, you can be secure in the knowledge that your category entry and / or entries has been judged objectively by a wide range of experts in the field.

That's useful for a number of reasons. Firstly, because it's good corporate practice to recognise and reward the achievement of the individuals who pour their energies into making these categories happen. Secondly, because a successful entry is nice to put on the CV (for individuals and organizations). Thirdly, because you can go back to the board and show them that it's not just you who thinks the money has been well-spent.

And finally, because a vibrant Awards scheme says something about the professionalism of the industry as a whole. Whether you win or not, by entering you are contributing to the advancement of the sector – either by pushing back the boundaries of creativity or encouraging best practice. That in turn brings the best new talent into the business and drives continued investment. So to sign off, the Awards team would just like to say thanks for entering and we look forward to spending many long hours picking over your entries.

Good Luck to you all from The Chairman, Officers, Directors and Members of the CSSA.

