



HEADWATERS

10 TIPS FOR WRITING WINNING AWARD SUBMISSIONS

OCTOBER 2017



1. For online submissions, prepare your submission in a Word document first.
2. Assume NOTHING. The judges are not likely to know anything about your business, so be sure to give them a solid overview.
3. Review each question of the submission criteria and be sure to address every item in the question.
4. Remember – judges use a scoring rubric, and usually judge each question on its own merit (don't assume that what you put in a previous question will carry forward to the next question for judging purposes).
5. Use stats, testimonials and numbers where possible. (ie: increase in customers by 10%; increase in food & beverage sales; number of partners engaged).
6. For events, consider completing the [Ontario Tourism Regional Economic Impact \(TREIM\)](#) model to assess visitor/tourism impact.
7. Talk about partnerships - they are powerful. Who did you work with; how did it enhance your undertaking?
8. Indicate how your business aligns with local and regional strategies.
9. Include digital supporting documents to enhance your submission; supporting documents may include: brochures, campaign social posts, images, videos, media articles, testimonials, etc.
10. Don't be afraid to boast about what you do; be your own champion. (Don't forget that most awards encourage self-nominations.)