

TIPS FOR SUCCESSFUL ENTRIES

- ▶ Preparation is key. Read the criteria carefully and allow yourself plenty of time to develop a well thought-out entry. Don't get caught out by the deadline.
- ▶ Remember you can enter more than one category – doing so will increase your chances of winning! A new installation might qualify for both a project award and a collaboration award for instance. But ensure that you address the criteria with each entry – the categories have individual requirements.
- ▶ Don't forget that there are two rounds to Cooling judging. If you are shortlisted you will be invited to 'pitch' your entry to judges, so it is worth thinking early on of the areas you can highlight – and see the separate section below for tips on the face-to-face round.
- ▶ Consider entering on behalf of your customer, or collaborate with them on the entry – particularly for project awards. Some end users may not realise just how good their cooling installation is!
- ▶ Clearly set out the benefits of your entry – don't just write a 'stream of consciousness'.
- ▶ Use attachments wisely. You may attach documents to support your entry but they should be limited to useful information that will help the judges to understand the impact of your work. However the essential elements of the entry must be kept within the 1,000-word 'pitch' – we won't be able to accept entries on an attached PDF.
- ▶ Ensure you back up your claims with evidence. Judges are looking for entries that have good data. Even if the project is new, an estimate or a projection of the benefits is important.
- ▶ Make sure that you are meeting the criteria for the category. For instance our Innovation of Year categories are aimed specifically at new technologies or techniques, which may not necessarily have achieved volume production or sales; while the Product of the Year categories are designed to recognise commercially available equipment.
- ▶ Ask someone else, such as a colleague, to look through your entry before you submit. It can be helpful to ask someone who was not directly involved in the work you are entering – because, like the judges, they will not have intimate knowledge of the entry, so they may be able to suggest ways to clarify the details.

TIPS FOR THE FACE-TO-FACE ROUND

- ▶ This is your opportunity to convince judges that your entry is a winner, so give some thought as to what and how you will present to them. This round is all about focusing on the entry, so while a bit of background on your company can be useful, don't spend half your time discussing its history and don't turn it into a sales pitch – focus on why it should win the category!
- ▶ Two people are allowed to present, so it can be really helpful, if feasible, to have someone directly connected to the entry with you – eg one of the development team for products; one of the project team for projects; or another of the partners for Collaboration. The judges are often keen to ask questions, so even if the person is not keen on presenting it can be useful to have them available to help with the detail.
- ▶ Everyone has 15 minutes to pitch, before questions, so make sure you get the important information across in good time – it's best to have a run-through first!

ENTRY ENQUIRIES

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