

Entering is Winning IHA Workshop



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Running Order

- Introduction and welcome
- Guidance on what makes a winning entry, including hints and tips
- Practical exercise
- Q&A session
- Summary
- Close



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Hertfordshire
Chamber of
Commerce

**Mary Sykes,
Corporate Relations,
Hertfordshire Chamber of Commerce**

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TOP 10 TIPS

Top Tips

1. Read each application thoroughly including “The Rules” and adhere to them
2. Enter as many categories as you can – it increases your chances for being shortlisted and winning
3. Ask someone else to proof read your application for clarity, grammar and consistency; or use a copywriter
4. Adhere to the word count



Top Tips

5. Avoid using industry terminology and jargon
6. Complete your application ahead of the deadline so you can ask for a second opinion from a trusted business advisor to give you independent feedback
7. Evidence is vital – you must be able to back up what you say with tables, graphs, press coverage, testimonials and photos
8. Refer to figures which you can substantiate and list accreditations



Top Tips

9. Be bold about your achievements, don't be modest about benefits and successes

10. Remember the winning applications are "Quality not quantity" so avoid waffle and prove you are the BEST

11. WOW the judges...explain what makes your business stand out from the crowd



Reasons to Enter



For any business, entering awards requires time and energy, but the investment can return dividends, both internally and externally.

- **Boost to workplace morale - employees enjoy working for successful companies and winning or being shortlisted for an award gives you the opportunity to thank your employees for their contribution to the business**
- **Raise the profile of your business to existing and potential new customers - it can set you apart from your competition**
- **Supportive and very useful consultation process. This is a unique opportunity to review your business plans to identify any gaps and highlight achievements**

Reasons to Enter

- **Networking - opportunities to build contacts, meet and network with other award participants and businesses**
- **Press Coverage - this has to be one of the most cost-effective marketing strategies**
- **Awards Ceremony at Warner Bros Studio Tour - if you're a finalist the excitement of the awards ceremony is electric, and to be a finalist, or better still to be crowned a winner, delivers so many internal and external benefits**







WOW Exercise!

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FAQs



Q. Who can enter?

A. ANYONE

Q. Can I enter more than one award?

A. Yes

Q. How long will it usually take to complete an entry form?

A. Up to four weeks!!

Q. Is the information that I submit kept private and confidential?

A. Yes

Q. Will I be expected to attend the Awards ceremony if I am shortlisted?

A. Yes

Q. When will the winners be announced?

A. 22nd June 2023

Q. What will the winners receive?

A. Lots!



Make yours a Winning Entry!

- Your chance of winning is as good as anyone else!
- Plan and prepare
- Find a champion at senior level
- Make sure you follow the entry rules
- Seek professional help
- Get someone else to check your entry before pressing the button



Enter Now!

Entries are open!

You can download the application forms on our website:

www.hertschamber.com/inspiring-herts-categories-and-entering

Deadline for entries is Friday 10th March 2023 at 3pm.

Please send all applications to awards@hertschamber.com

Finalists will be announced the week commencing 11th April

Awards Ceremony will be taking place on Thursday 22nd June 2023



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