

# CHEAT SHEET

**With the tenth year ahead of us, it's safe to say we have seen the good, the bad and the ugly when it comes to nomination entries.**

**Avoid the bad and the ugly by making sure you tick all the boxes below... literally!**

## **READ THE CRITERIA**

This may be obvious but have you checked to see if you meet all of the criteria to be eligible? Don't fall at the first hurdle!

## **WRITE YOUR ANSWERS IN A WORD DOCUMENT**

The nomination software holds no prisoners. It won't let you know when you've made a spelling mistake or a grammatical error. Avoid the mistakes by copying and pasting your answers from a word document.

## **USE BULLET POINTS**

Bullet points are an efficient and succinct way to use your word count. They add a clear structure and make entries very easy to read. Paragraphs can often lead to waffling and we all know that never ends well!

## **USE THE WORD COUNT**

If we've asked for a certain amount of words then please take full advantage! This is your chance to tell us why you

should win the award so please make the most of the word count and don't leave us wondering what you could have told us in those spare 100 words...

## **AVOID REPETITION**

It's very easy to use the same pieces of evidence for all of the questions but unfortunately, that's not what the judges are looking for! Give a holistic view of your initiatives and schemes on offer for students. Try to include varied answers so we can truly understand how hard you've been working.

## **INCLUDE STATISTICS**

... and lots of them! Statistics are a great way to back up how successful your initiatives were and how they have impacted your business. Lots of entries have fallen short because they missed out the quantitative data.

## **USE YOUR EVIDENCE WISELY**

As part of your nomination you can use supporting evidence for some extra bonus points. We suggest avoiding long

worded documents or random pictures. Show us a snapshot of your campaigns or get students to help you get creative. Videos, screenshots of successful email content or social media action will help us to see how successful you've really been.

## **HIGHLIGHT WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS**

Most people use social media and go to a careers fair. Tell us what makes your scheme unique and so favourable to students. We want to know how you're going the extra mile to be the best in the industry.

## **SHOW YOUR PERSONALITY**

Give it a little sparkle! A bit of charisma brings your nomination alive and allows us to see your passion and commitment for helping students.

If you have any questions please get in touch with our Awards expert Amirah [amirah@rmpenterprise.co.uk](mailto:amirah@rmpenterprise.co.uk)