

Top Tips

Preparation is key

Read the entry form carefully, consider which part of your business or development story will match the awards criteria and start brainstorming ideas for your entry. As it's your specialist subject, you'll find that you have a wealth of information to share, so it's just an editing job.

Easy does it

Make sure the entry is concise, clear and easy to understand. Consider using bullet points and short sentences and always use plain English (no jargon or unexplained acronyms). The judges will read many entries, so get to the point but don't miss important information.

Build a compelling case

Back up your claims with statistical and testimonial evidence and case study examples.

Boost your entry

Garner support and input for your entry from peers and senior managers. They can provide you with useful information and feedback. Sharing positive stories boosts morale and helps people feel included. They will be happy to be part of the process and help you create the best possible entry.

Check your answer meets the criteria

Round up your entry at the end to show that your story addresses and exceeds the expectations of the award criteria.

Keep 30 January 2025 clear for the ACE Awards Gala Dinner.

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