



COMPLEMENTARY THERAPY AWARDS 2022

How to create a winning entry

The Chamberlain Dunn team behind the Complementary Therapy awards were themselves winners in the 2017 and 2018 Awards Awards for the judging processes used for the Advancing Healthcare Awards and the HPMA Awards.

So the team have distilled their tips and hints to help you along the road to success

- Read through all our award categories and make sure you enter your project in the most suitable category
- If you need anyone's approval before submitting an entry, seek it early on so you know you have the go-ahead and possibly additional help and support.
- Complete all questions on the online submission form, and keep the category you have entered in mind as you write
- Keep to our word count limits
- Thoroughly check your entry form before submission, and ask a colleague to take a look too
- Complete your submission well in advance of the deadline, so you have plenty of time to ask questions and prepare your answers
- Don't forget to call us if you have a query 020 8334 4500
- And remember you can enter as many projects into the competition as you like.

Make your awards submissions stand out:

Remember that by the time the judges get to reading your entry, they may have already sifted through 40 others, so make yours stand out...

1) Tell a good story

Write your project summary as though you are writing a really good story. Imagine you are back at school and have to think of a "beginning", a "middle" and an "end". The beginning should set out the objectives clearly. The middle should explain the strategy, and the end should reveal the results.

2) Keep it simple

As many judges say: "less is sometimes more", avoid jargon and flowery language. Check for typos, grammatical mistakes and spelling.

3) First impressions count

First impressions count, so make an instant impact.

4) Stick to the truth

Don't exaggerate, lie or include claims that may not be strictly true as judges will see through them.

5) Involve the whole team

Make the entry a joint effort, this will often produce a better, more comprehensive summary, as well as making the story more interesting.

6) Be ruthless when redrafting

Once you've written your rough draft submission, read it over several times and cut out information that isn't strictly needed. This will make it much clearer. It's also a good idea to get someone who hasn't been directly involved to cast their fresh eyes over it to double-check it is clear and makes sense.

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