

# LIVERPOOL CITY REGION **TOURISM** AWARDS 2021

## Hints and Tips for Completing Award Applications

1. Read the Application Form thoroughly and a few times before you 'put pen to paper'. Check that your business meets the criteria of the category you are entering. Use the Microsoft Word Application as a guide but you must complete your application online.
2. Answer all the questions in full and use up the word count to maximize your chances. If you miss any aspect or your answers are sparse, you may lose valuable marks during the shortlisting process. Just a few points can make the difference between being a finalist and not.
3. Always provide evidence/facts to support your answers and claims – e.g., "we deliver excellence in customer service" is fine but what, where, when, why and how?
4. Avoid 'marketing / PR speak and jargon'. Judges want to read an application that is honest, factual and demonstrates your passion.
5. Don't cut and paste from your marketing and promotional material as it will be evident when writing styles change throughout the application. Likewise, if you are entering more than one category don't cut and paste between applications.
6. Take your time in completing the application as it is evident to judges when an application has been rushed. Don't leave it to the day before the closing date!
7. Make your application user friendly and easy to read – bullet points are a simple and focused way to get your information across.
8. Ensure that you proofread your application – ask a colleague or an outsider to proofread too as it always helps to get another opinion. Make it a team effort.
9. Spelling mistakes, typos and poor grammar show a lack of attention to detail and a 'couldn't care less' attitude. You may lose points!
10. Judging is based on your application and supporting evidence, therefore do not assume the judges have any prior knowledge of your business or what you do. Once you have read your application through ask yourself honestly 'is this really a winning application?'

If in doubt, please contact us!

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**Good Luck!**