

WOMEN'S RECOGNITION AWARDS

financial | reporter

#WRA21

THE ULTIMATE GUIDE TO WINNING A 2021 WOMEN'S RECOGNITION AWARD

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Applying (or nominating someone else) for an award can be nerve-wracking – how best to fit in all of your achievements into a neat package? What do the judges want to see?

In this document we're going to look at our best tips for submitting a nomination or application for the Women's Recognition Awards and how to make the judges take notice in a competitive category.



COMPLETE THE APPLICATION

This year we've made it easy for you to help change our industry in just a few seconds, using the quick application form on our homepage.

But to give yourself (or your candidate) the best chance, you'll need to complete a full application or nomination as those entries with just a name will be shown at the bottom of the judging list below full entries.

You'll have received an email when you make the nomination with a prompt to create a log-in and fill in the rest of your application and add extra details. Here's how to make that application stand out...



MAKE IT CLEAR

The best applications are ones where the judges get a clear sense of the nominee and their achievements. Our entry form is deliberately left open to allow you to represent your nominee (or yourself) however you see fit - so think carefully about your application.

If you're a BDM, would testimonials from brokers be useful? If you're applying for the Spokesperson category, perhaps clippings or links to articles where you've spoken about the issue of gender equality publicly would help paint a picture.



QUALITY OVER QUANTITY

One nomination is fine – it's not a voting system. So you don't need to ask 40 colleagues to submit one too (but sometimes they can be useful!). Our judges see all nominations and applications for a nominee on one page – self-submitted applications first if there is one, followed by nominations from other people.

If you have colleagues or peers who can add real value to your nomination, their testimonial can be invaluable – but don't worry if you'd rather submit a brilliant, detailed application yourself, as many of our previous winners did so without other nominations.



ADD CURRENT CONTACT INFO

Make sure you provide current contact info - and if you're asking colleagues to make supporting nominations, ensure they provide the correct name and email address too! This helps our system keep all entries for one nominee together.



MAKE IT (WORD) COUNT

Word count - always a tricky one!

Previous winners have had everything from short, bullet-pointed applications which said a lot in a small space, to longer applications with plenty of detail. Neither is 'right' - it depends very much on the nominee and the achievements they're trying to convey.

The upper limit is a very generous 2000 words so there's plenty of space should you have lots to write about - but remember that you can upload documents too - more on that next...



ADD SOME COLOUR

We've made it easy for you to expand on why you or your nominee deserves to win with our document upload system. Add charts showing incredible sales numbers, PDFs of testimonials, or screenshots of your amazing marketing campaigns: whatever adds colour and context for our judges, this is the place to add it in.



SO THERE YOU HAVE IT. SOME HELPFUL TIPS ON HOW TO IMPRESS THE JUDGES IN THE #WRA21 - WE WISH YOU AND YOUR CANDIDATES THE VERY BEST OF LUCK!