



Writing an awards entry is all about telling an eye-catching story about your student's achievements, using facts as well as narrative to help the judges understand the impact of what they have done. The SEOTY Awards attract lots of entries so your submission needs to be clear and concise, and structured to show how the student has made a real difference. It needs to leave a lasting impression too, something that will stay in the judges' minds during shortlisting to give you the best possible chance of winning.

Here are three simple steps that will help you to do this:

- **Create impact early.** A good submission makes a strong statement up front explaining why the student is worthy of consideration. This catches the judges' attention and sets the context for the rest of the document. Make sure that the first paragraph shows why the student's achievement is outstanding, picking a couple of highlights which will resonate with the judges, and then use the rest of the submission to build on this statement.
- **Use statistics and stories.** We all respond to information in different ways, but using a combination of numbers and narrative will appeal to those that judge with their head, and those that judge with their heart. Statistics and data show the impact the student has made in concrete, quantifiable terms. The story about how they have achieved success, perhaps supported with quotes from people who have felt the benefits, will bring the statistics to life.
- **Think like your audience.** What kind of reaction will your submission provoke when the judges read it? It can be hard to assess this when you are close to the subject material, so ask someone who is not connected with your team to read it through. What do they remember? Do they ask questions because they don't understand something that is obvious to you? What emotions do they feel when they read your words?

HAPPY NOMINATING!