

GLOBAL ENERGY AWARDS

TIPS FOR SUBMITTING A SUCCESSFUL AWARD NOMINATION

The members of the Global Energy Awards Judging Panel have developed a series of tips to assist submitters to develop the most effective nomination packet possible. Please note that while the list is based on the experiences that judging panel have had reading application packets, adhering to these tips does not guarantee that your application packet will be selected as a nominee/winner.

The key to developing an effective submission is to provide the judging panel with a submission that is clear, concise and with specific information about how the candidate has fulfilled the requirements of the award for which you are nominating them.

As the submitter it is your responsibility to work with the other individuals who are providing support for the nomination to tell your nominee's story.

Remember that the members of the judging panel do not know most of the individuals who are nominated so you need to tell them about how your nominee meets and exceeds the requirements of the award for which they are being nominated. Do not assume that an individual/companies reputation precedes

them – you must tell the story.

The most effective submissions:

- Start with a clear, concise and specific opening statement about what the individual/ company does within the industry. Avoid making the sentence vague and full of generalities. This will be used for marketing purposes to inform the public why they were selected in the case your submission was chosen to be a nominee/winner. Every sentence counts.
- Are prepared in such a manner that the requirements of the award match the characteristics of the nominee. Be sure to read the requirements for the award.
- Are concise. Even though each member of the nominating team will likely provide overlapping information about the nominee, it is not useful to mention the same characteristics multiple times. Use the allotted space to offer unique examples that support the nominee's fit to the award for which they are being nominated.
- Are explicit. It is best to give specific examples of how the nominee has met or exceeded the requirements for the award. It is not useful to offer a statement noting

that the nominee is excellent. Data and specific information are required to support the claim. This is particularly true in situations where the nominee has gone above and beyond the expectations of their role within the industry.

- Are proofread. It is your responsibility as the submitter to ensure that there are no typos and that the document flows smoothly and tells your nominee's story. Be sure that the materials are focused on the individual/company being nominated and that all information is from a project/initiative that was developed in 2019. If you submitted last year, do not reuse materials from the year prior.
- End with a concise closing statement that summarizes and reinforces the outstanding attributes of your nominee that are expected for individuals/companies who are chosen for the award.

General Tips:
(Note: Not all tips will apply to all awards.)

- Know the intent of the award and the required nomination components.
- Compile all nomination materials prior to initiating the online nomination process. Questions can be previewed on the Awards webpage.
- Agree on areas of outstanding performance; ensure that the submitter documentation is consistent with each other.
- Cite a different accomplishment for each area of outstanding contribution.
- Focus on quality not quantity; explain why the contribution is "outstanding."
- Describe the outcomes and impact of

the outstanding contribution; what sets this contribution apart from others; it's not enough to provide a list.

- Submit evidence to support testimonials or statements made by other industry partners. This can include links to articles or videos related to the submission.
- Strictly adhere to word limit requirements or risk the nomination not being considered.
- Review all nomination materials for consistency before submitting the nomination.

Thank you for taking the time to recognize the accomplishments and contributions of your industry colleagues!

