

10 TIPS TO MAKE YOUR AWARD SUBMISSION STAND OUT

Your [CPRS Vancouver PRestige Awards](#) submission will stand out if it...

1. Tells a good story.
2. Is very creative and/or strategic — explains how you had a really unique, smart or unusual solution to a problem.
3. Clearly follows and articulates the R-A-C-E formula ([See the CPRS Accreditation Handbook, page 46](#)).
4. Make sure your objectives are SMART.
5. Clearly links measurable objectives to measurable results.
6. Received great results without money (i.e. did you make something out of nothing?).
7. Written well. Submission has a good narrative, interesting and compelling to read; no typos and no grammar mistakes. Have someone proof your entry.
8. Calls out the important stuff — highlight it, bold it, circle in red...whatever you need to do to make it obvious.
9. Clearly explains budget — and adds some context.
10. Has excellent results that are about more than just media coverage (except for media relations category). This could be sales data, research outcomes that demonstrate a change in your target audience's behaviour, testimonials from stakeholders, etc. In the media relations category, it means providing analysis not just totals. Use the [CPRS Media Relations Rating Points system](#) to provide qualitative and quantitative analysis or at a minimum, include some analysis that is deeper than just total volume of coverage, such as delivery of key messages and story tone.