

# INCA Awards 2018

*New Year, New Awards!*

The INCA Awards celebrate innovation and excellence in External Wall Insulation! To ensure your entry is as successful as possible, INCA has put together these top 10 tips for compiling your entry... Good Luck!



1. **Check the entry criteria.** Before you start, make sure your project meets the criteria for entry; if it doesn't, it won't be considered.
2. **Talk to others involved in the project.** Speak to the System Designer, Architect or Contractor that you worked with on the project to see if you can collaborate on your entry. For the project categories, both companies will receive recognition for the entry and it means you will have access to more information.
3. **Keep it simple.** Write clearly and concisely, making sure your entry covers all the key points. Whilst you will be familiar with the project and understand the technical jargon, the person reading your entry may not, so explain fully what you did and why it's relevant.
4. **Get extra marks.** Additional credit is given for a high level of technical difficulty or outstanding thermal performance, so make sure you include this information in your entry.
5. **Back up with evidence.** Facts and figures are a great way to strengthen your entry and a glowing client testimonial can provide a valuable endorsement for your project!
6. **Presentation, presentation, presentation!** Pay attention to detail, including checking spellings and punctuation.
7. **Use high quality images.** The images you supply should show your project at its very best! Try taking photos on a sunny day and use close ups to show technical detail. If it's a refurbishment project, clearly label the before/after images and take them from the same angle so that the improvement is clear.
8. **Proof read your entry.** Before you submit your entry, ask your marketing department or a colleague who wasn't involved in the project to read through it to ensure you've included all the necessary information, and it clearly sets out why your project deserves to win.
9. **Take your time.** The deadline isn't until **Friday 4 May** so give yourself plenty of time to put your entry together to avoid a last-minute rush. Remember, you can enter as many projects as you like, so why not try your luck across a number of categories!
10. **Don't forget...** Making the shortlist or winning an INCA Award is a prestigious accolade, which can help to motivate your team, and showcase your business to clients, so a successful entry will give you something to shout about! A special INCA Award logo is available for use by companies whose projects are shortlisted.