Award Entry Top Tips

The INCA Awards celebrate innovation and excellence in External Wall Insulation! To make sure your entry has the best possible chance of taking home an Award, INCA recommends reading the top 10 tips detailed below before compiling your entry… Good Luck!

1. Check the entry criteria. Before you start, make sure your project meets the criteria for entry; if not, it risks being eliminated.

2. Talk to others involved in the project. Speak to the System Designer, Architect or Contractor involved in the project to see if you can collaborate on your entry. This will mean further access to information giving you and your entry partner a greater chance of winning.

3. Keep text simple. Write clearly and concisely, ensuring 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 you consider it to be relevant. **Also, write this as if you were reading it in a magazine.**

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 (high-res 300 dpi at actual size). The images you supply should showcase your project at its very best! Try taking photos on a sunny day and use close ups to show technical detail. If it is 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 not involved in the project to read through it to ensure you have included all the necessary information, and clearly sets out why your project deserves to win.

9. Take your time. **The deadline is Friday 8th July** to avoid the summer holiday period, so please give yourself 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 several categories!

10. Do not 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. 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 which can be added to your website and / or company stationary.