

TOP FIVE TIPS for completing an award nomination

Each year, approximately 80-100 nominations are received for the Saskatchewan Tourism Awards of Excellence. With so many worthy businesses, individuals and events vying for the coveted awards, the Award Selection Committee faces a challenge. Here are some tips for completing a nomination that commands attention and comes out on top.

1. START EARLY

Assembling material that speaks to your accomplishments can take time and involve contacting a number of sources. No one appreciates being approached the day before a deadline and asked to edit a nomination or provide support material. When it comes to drafting the nomination, it pays to be patient and thorough. Start the process well ahead of the deadline, set a timeline and stick to it.

2. SELF-NOMINATING IS ENCOURAGED

No one knows your business better than you. Why wait for someone else to nominate you for an award? Review the award categories, and if you see a fit with your own achievements, submit a nomination. And do not limit yourself – you may qualify in more than one category. If you are confident in your work, chances are others recognize the contributions you make to tourism and may be willing to support the nomination.

3. READ THE CRITERIA AND ANSWER ALL OF THE QUESTIONS

Respect the recommended word count. Excessive copy does not impress members of the Award Selection Committee, who serve voluntarily. Avoid repetition. If you make a clear, convincing point in a relevant section, there is no need to keep bringing it up. Nomination forms are straightforward and sample answers are provided; but if you are still uncertain, email nancy.hubenig@tourismsask.com.

4. CRAFT A CLEAR, CONCISE AND COMPELLING NOMINATION

Be consistent – identify the actual name (ensure correct spelling) of your business, organization or event, and use it throughout the nomination. Proofread your work several times and ask others to review it. If they are confused, chances are the Award Selection Committee may be, too.

Photographs speak volumes. Boost your nomination with high-quality images that support the project specific to the category. Nominees may also provide links to YouTube videos, websites and social media pages. Use impressive, compelling online content to heighten your chances of earning recognition.

5. HIGHLIGHT FACTS AND ACHIEVEMENTS

Include numbers and statistics that confirm growth or identify achievement. List other awards, tributes or recognition of your successes. Testimonials from satisfied customers also make a convincing argument. The Award Selection Committee can only make decisions based on the information provided in your nomination. Do not assume that knowledge about your business or achievements is common. Provide full details about the project you are nominating.