SUBMISSION TIPS – SUPPORTING FILES AND DOCUMENTATION

- Where applicable, ensure nominations are approved by a senior team lead or a director before submission.
- Keep the submission concise, focused, and structured according to the judging criteria.
- Allow time to gather and verify supporting materials before submission.

Guidance for Supporting Documents

Our judges are busy people, and do not have time to wade through lots of extraneous material. So please help them by ensuring you only supply supporting documents that are relevant to your entry, and which back up evidence of the impact of the project outlined in the application itself. Do not rely on key data and information being buried in supporting documents; put this in the application itself. This includes any links that direct judges to external sources. Please ensure you choose your documents carefully.

Excessive amounts of supporting material beyond that strictly necessary for assessing the application will result in your entry being marked down. If a long document is uploaded, please explain, in the Additional Information section above, which pages need special attention from the judges.

Supporting Documents

Please upload a minimum of 1 supporting documents in PDF, PPT, .doc formats. Please do not send compilations of photos (instead attach these individually in images section), corporate branding guidelines, or large PDFs without suggesting pages for judges to read.

Logo / Headshots

Please upload a high-resolution logo or headshot of the applying organisation(s) or nominee in the where requested. It is important that we receive this file in order to use it within the ceremony programme / website, and for shortlisting comms purposes – it is very time consuming to collect them afterwards. We promise to only use it for the purposes of the Awards.

Video

Please only upload videos that directly relate to your entry. If they are longer than 60 secs, please highlight which section(s) to watch. Original files are preferred please, but if you only have a YouTube / Vimeo link, or embedded within your website, please paste the links in the relevant section. If the video is confidential, please ensure you inform us of this.

Examples of supporting documentation are outlined below and will vary depending on the category you are entering. Provide clear, specific examples that demonstrate impact and results.

- Links to Google reviews, Trustpilot reviews, or other verified review platforms
- Screenshots of positive emails or feedback received from happy customers/clients
- Local, regional, or trade press coverage featuring the firm

- Case studies or short project summaries demonstrating outcomes achieved for clients
- Before-and-after examples (where appropriate and anonymised)
- Testimonials or endorsements from partners, suppliers, or industry peers
- Evidence of business growth, such as increases in client numbers, revenue, or geographic reach
- Awards, accreditations, or professional certifications received
- Social media engagement metrics or campaign results showing audience reach or impact
- Evidence of staff development, training programmes, or internal initiatives
- Sustainability, CSR, or community involvement initiatives
- Examples of innovation, such as new services, systems, or processes introduced
- Client retention rates or repeat business metrics (high-level and non-confidential)
- A brief document outlining the company's progress, key achievements, and milestones (particularly relevant depending on the award category).
- Supporting short video evidence no more than 10mb:
    - a maximum of 30 to 60 seconds
    - resolution – standard definition (480p or lower)
    - compress it – use a video compressor tool or change phone camera settings before filming.