



Top Tips on how to create an award-winning entry for the ITM Achievement Awards

Introduction

The UK travel industry is valued at £40bn and each and every day there are a number of travel buyers who work endlessly in designing and delivering travel programmes to protect the traveller and their business bottom line.

The ITM buyer achievement awards have been designed to recognise these individuals and are a perfect way of acknowledging their work, allowing the industry to celebrate their performance.

Whether you have entered in the past or not, this short guide has been designed to support your entry, providing some top tips and things to consider when building and submitting your nomination.

Irrespective of tenure or responsibility, if you are a buyer or work with a buyer who has delivered a great piece of work, consider nominating them or yourself. It is also important we recognise excellence across our Supplier membership through our Chairman's award so please do nominate a supplier or yourself in this category. Finally we would like to introduce our new award category, The Responsible Impact Award, which is focused on our conference theme 'Thrive' and open to all members.

We welcome entries from across our industry so go on, it is time to share your great work - don't be shy it is time to shine!!

Our Award Categories include;

Rising Star – Buyer entrants

Best UK Travel Manager – Buyer entrants

Best M&E Travel Manager- Buyer entrants

Best Multi-National Travel Manager – Buyer entrants

Chairman's – Supplier entrants

Responsible Impact – Open to all members (Buyers and Suppliers)

1. Start early:

Formulating a great entry takes time, so don't leave it until the last minute. Make time to create a compelling submission, so start building out the framework early. Think about what examples you have for each question and jot down some high-level thoughts in the first instance. These can then be built on.

2. Read the questions:

Download the form and read the questions carefully. Don't take anything for granted as whilst the award categories may stay the same each year, the questions may differ.

3. Keep it simple:

Make sure your response is clear, concise, simple and has impact. Consider including: What was the situation? What was the task that was required? What action did you take? What was the result?

Results don't have to be value driven, there are some great examples of work that has been undertaken that is process efficient, traveller centric or supplier optimising. Just because it doesn't drive a saving, don't exclude it. Be logical and compelling taking us on the journey with you. Enable the reader to see the whole picture – tell the story to keep the judge engaged.

4. Keep it real:

Only include examples where you have already delivered something. If it is incomplete, ask yourself if it should be included as at this stage your outcome could only be projected.

5. Be careful of using Corporate language:

We are surrounded by a vast amount of jargon and acronyms, so be careful when outlining your example as often acronyms can be misconstrued. For clarity, write explanation in full and don't assume the judges will know anything about your company.

6. Supporting evidence:

Always consider attaching documents to support the entry. These could be anything that supports your submission and there is no maximum number of attachments you can send. Be as creative as you like – no limitations. Just make sure it relates back to your entry and the content is appropriate for the judge's eyes!

7. Fresh eyes:

Before hitting the submit button, think about sharing your entry with a colleague or peer for their review and comment.

8. Add personality:

This submission is personal to you (or the nominated person) so try to include their personality into the submission. Not every judge will know who they are and certainly how they operate, so bring a little of that person to life with the entry. Get us to know them like you do!

9. Embrace your success:

Irrespective of the outcome of your submission, celebrate the hard work that is delivered to drive our industry forward and relevant.