

matm

## **Award Writing by matm**

with us, you come first



# Award Writing

by matm

“The PR team at matm has, over a number of years, played a critical part in our continued success with many international and industry awards. They make the difference in presenting our achievements clearly, creatively and professionally. I find their external perspective a valuable tool in adding extra value to the projects they have worked on.”

**Chris Wraith,**

Quality, Health and Safety and Environment Manager  
Lavendon Group

## Business awards

**A great opportunity to build your reputation**

**Winning business awards can be a very effective way to generate positive external exposure and to instil pride within your organisation.**

**Excelling at what you do is the first step to success.**

The next is making sure your award application truly reflects just how much you deserve the accolade.

Our aim is to ensure your award application is absolutely the most professional and impressive it can be. We combine our experience of winning awards for other clients, great writing skills and a journalist's eye for the stories that grab a judge's attention to give you advantage over your competitors.

# Our approach

We always strive to provide a professional, proactive and friendly service for our clients.

When preparing award applications we will:

- **Work closely with you** to ensure the award application is as good as it can be and properly reflects your brand
- **Carefully assess the criteria** and other factors that determine success
- **Consider how clients and stakeholders can be involved** to maximise the chances of winning
- **Identify award 'stories' that engage judges and compel them to look favourably on the application.**  
This is a crucial, but often overlooked, element of the process, as awarding bodies are looking for positive media-friendly stories that show their organisations in a good light and maximise publicity
- **Meticulously prepare supporting evidence,** where required
- **Identify post award PR opportunities** and other spin-off opportunities that the company can use to gain maximum benefit.

# Our team

**matm's PR team has achieved significant success in preparing award applications for clients.**

**For example,** in the 12 months to January 2011, they wrote applications that won seven national and international awards.

**This included** two RoSPA Gold Awards for corporate health and safety, these are applications that require the detailed explanation of a company's health and safety record and strategy in a 3,500 word document.

**Reasons for this success** include a rigorous journalistic approach to identifying potential through external insight and proven excellent writing skills.

We follow a six-step process in preparing your awards:

1

## Initial Research

- **Assess** entry criteria
- **Discuss** success factors with the award organiser, if appropriate
- **Review** past entries and winners
- **Consider** who will be judging

2

## Categories and key messages

- **Provide** advice, if requested, on categories to enter
- **Identify** company achievements relating to criteria
- **Agree** key messages related to achievements

3

## Agree process

- **Identify** who will provide evidence
- **Create** an action plan including clear timescales
- **Diary** deadlines and meetings required

4

## Research and write

- **Contact** and meet (if required) key players
- **Gather** and collate data
- **Write** application document – building in ‘award stories’ that engage judges. The judges are looking to name a winner that makes good PR, so having those PR angles in the application document is vital.

## 5

### Prepare evidence

- **Assess** evidence required
- **Liaise** with evidence holders
- Where necessary, **amend** evidence to make it quick and easy to read
- **Manage** preparation of electronic documents – in terms of design, format and size
- **Prepare** to present in the most attractive format

## 6

### Check, approve and sign off

- **Provide** drafts for you when and how you require
- **Provide** a final draft for amending/approving by key internal staff
- **Amend** and resubmit documents as necessary
- **Obtain final, written sign-off**

### Supporting services

If required, we can provide a range of design and digital media services to support the application, such as redesigning documents, enhancing images (for example to optimise branding) plus video filming, editing and formatting.

## Post award PR + spin-off PR

During the application process we will work with you to identify good angles and story lines for post-award PR. Hopefully, this will be linked to a story about your company winning an award! We can advise on a media plan to make the most of your award success.

**Through our research, we would expect to identify spin-off stories, not directly related to the awards, that will give you even more opportunity for positive publicity in the following months.**

## Our charges

**Our standard hourly rate for our PR services is £60 per hour.**

We itemise, in our digital project management system, the time spent on each project in 5 minute increments.

However, we recognise that some award writing projects (for example RoSPA health and safety awards) represent a significant investment. Therefore we will consider, on a case by case basis, working for a reduced hourly rate or a fixed fee, based on past experience in preparing an application.

## Confidentiality

All information about your company, your staff and clients will be treated as confidential unless you (and, where necessary, the member of staff or client) specifically gives us permission to release it.

## Want to know more?

**Contact Andy Comber**  
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team.matm