

What makes a winning entry?

Winning a Global Light Rail Award adds cachet to any business. Being recognised by the experts for your service excellence and innovation, let's you show off to the world just how good you are and why organisations should choose to work with you.

But where do you start when putting together your entry? Knowing what the judges are looking for enhances your chances of doing well on the night – and could save you lots of time!

Here are seven dos and don'ts:

- **DO include an Executive Summary.** No more than one or two pages, this sets out the highlights of your entry, answering the basic questions: Who? What? Where? When? And most importantly – Why?
- **DO include photos and maps.** It's true that 'a picture is worth a thousand words'. These could be 'before and after'

images included with your entry, or photographs of smiling passengers or customers. Anything that showcases your entry to its best effect.

- **DO include testimonials.** Explaining how good you are is one thing, but getting satisfied customers to explain how good you are goes even further.
- **DO show tangible impact.** If your product or initiative has made people's lives better, saved weeks of work, or thousands in costs, tell the judges about it.
- **DO demonstrate the solution.** The best entries show a clear need, a solution and the methodology taken to get from one to the other.
- **DON'T use more space than you need to.** A perfect entry is between six and ten pages. Remember, the judges



are experts and don't need to be told what a tram is, how a metro system works or 20 pages of background.

- **DON'T make it too complicated.** Although it may seem contrary to the point above, while the judges are experts they don't know your product or technology as well as you do so try and avoid unnecessary technical jargon or acronyms (unless you explain them, of course).

To enter this year's Light Rail Awards visit:

www.lightrailawards.com

