

5 TOP TIPS FOR GREAT ENTRIES

Thinking of entering a project for an AI Specification Award? Take a look at our 5 Top Tips to ensure you maximise your project's chances of success:

- 1. Highlight the extraordinary** - The most important thing to do when entering the AI Specification Awards is to ensure you highlight the elements of your project which make it so special. What were the things you had to do or the special items you had to specify to enable you to successfully meet the brief of the project? Consider taking a look at previous winning projects to understand what specification solutions have proved successful with the judging panel in the past.
- 2. Project specific imagery** - It is not always easy to gain access to a project once it is finished to take photography, but it is important that the judges can see project specific pictures of the ironmongery specification in action. Images of your ironmongery from a catalogue do not have the same impact as in-situ shots of your specified ironmongery on the project, and will not explain the story of your project effectively.
- 3. Project team buy-in** - Always try to get buy-in from the project team and the building/owner. They can help provide a different perspective to explain why your project should be considered for shortlisting when piecing together your entry. In addition, if your project gets shortlisted, there will be a site visit assessment which will need to be arranged with the building owner/client, so having the whole project team on board is beneficial.
- 4. Grab the Judges' attention** - During the shortlisting phase of judging, there are lots of projects to assess and you need to make sure you stand out from the competition. Take time to consider your written entry to ensure you outline concisely what is special about your project and why it should win an award. In addition, make sure the images you submit really shows your product in the best light and consider investing in professional photography or even video.
- 5. Take a step back** - Working closely on a project means that it is sometimes hard to be objective about the merits of your entry. You are quite rightly proud of your project if you are considering entering it for an AI Specification Awards, but take a step back to impartially review what you are submitting and ensure it is clear why your project is worthy of an award.



Adare Manor - Winner of Winners AI Specification Awards 2019



AI SPECIFICATION AWARDS 2022