



**Celebrating Excellence  
in Public Procurement**

Your Guide to Creating a  
**Winning Submission**



To enter the GO Awards, visit: [go.awardsplatform.com](https://go.awardsplatform.com)



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## Your Guide to Creating a **Winning Submission**

Writing an entry doesn't have to be time-consuming or tough; it will, however, take commitment and preparation.

When starting to complete your entry for the GO Awards there are many key aspects that you should consider. The information below is designed to help create a potential winning submission and has been produced by our judges specifically to aid you in the entry process.



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## Creating your submission

- Read through all our award categories and make sure you identify which category or categories are best suited to your entry.
- Take time to complete your submission; don't leave it to the last minute. Starting early allows you to revisit and amend your submission at your convenience without the stress of a fast-approaching deadline.
- Ensure that your submission answers the category questions.
- Keep it simple. Don't make your submission confusing or difficult to understand.
- Mention any policy initiatives that are supported by your entry.
- Be consistent throughout your entry and avoid any conflicting claims.
- If you can, take the time to provide empirical evidence such as a balanced scorecard to support your entry. All information is treated in total confidence by our Judging Panel and it may help increase your scores.

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## Points to remember

- You don't have to be a large organisation to win.
- Tell us about what is most important to your entry and be specific. There is no need to describe everything your organisation or team does.
- Please ensure you answer the questions 'in your own words' – don't cut and paste marketing or promotional material into your entry.
- Irrelevant material will not be considered – so make sure you avoid submitting material that doesn't support your entry.
- Remember, every part of the entry is important – keep at it and don't lose steam part way through!

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## We're here to help

You can contact us at any time on [enquiries@goawards.co.uk](mailto:enquiries@goawards.co.uk) if you have any questions or require any assistance regarding your submission.

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## Finally: choose the right categories

Having completed your entry, get someone else to read it and consider whether you are entering the correct category, or whether you should enter more than one category.

Occasionally we will contact an entrant to suggest they change the category they have entered, or enter the submission in a further category. However, with the volume of entries received, especially nearer to the closing date, this isn't always feasible.

If your submission is in the wrong category on Judging Day, there is nothing we can do to change it.