

# The SH★RTYZ

## Guidance and tips

### Entry guidance

The scope of these awards is global. Entries are welcome from all providers regardless of location. The judges will assess each entry purely on its merits.

Our panel of independent judges will each judge two awards. They will be looking for clear evidence of achievements based on the judging criteria we've set.

Exceptional entries demonstrate real-world impact, innovative solutions, and tangible benefits to guests, operators, or the wider industry.

Innovative solutions to problems being faced in the industry will receive extra credit. Providing tangible evidence of how the solution benefited the guest, provider or industry as a whole, will stand out against those that do not.

The judges will not be making field visits, so your chances of winning will depend entirely on the depth and quality of your entry.

### **What makes a strong entry:**

- Provide as much detail as possible to validate your claims, including statistics, customer comments, and so on. Third-party endorsements of you or your brand will strengthen your entry.
- Citing specific case studies and instances of client success is a great way of presenting a successful solution. All of our award winners, historically, have raised the bar and helped shape the future direction of the industry.
- Attachments might increase your chances of impressing the judges. You can upload supporting documentation, images, and video footage in addition to your written entry.
- Read the award criteria carefully to make sure your entry meets each of the criteria listed. If your entry fails to demonstrate that you meet one or more criteria, you will score zero marks in that area.
- We realise that many large projects will run over several years and several geographies, but if it isn't out of early testing it probably isn't ready for entry. It would be worthwhile

including dates of the overall project.

### **Information our judges find useful:**

The ideal award entry will contain as much of the following information as possible:

- The unique points of the project. What makes it different? What specific pain-point is it solving? How have you made the lives of operators or customers easier as a result?
- Show how your project or product has delivered measurable results, including ROI, cost savings, revenue growth, efficiency improvements, or other key performance metrics. Providing these numbers helps judges understand the scale and significance of your work.
- Explain how your project or product introduces new ideas that advance the sector. Highlight tangible outcomes such as adoption or measurable benefits to demonstrate how your work sets new standards.

### **Tips**

- Clarity is everything. Make sure it's easy for the judges to extract the relevant information.
- Be concise: For some awards, the judges will have to read through a large number of entries in a limited period of time. It's unlikely lengthy entries will get the attention they deserve.
- Provide evidence: If the entry criteria asks for evidence of success, then you need to show it clearly. The judges need to see the hard facts that back up your claims. Be as forthcoming as possible to convince the judges that your entry merits an award.
- The awards recognise excellence - that does not mean simply ticking the boxes, it means going above and beyond the call of duty. You need to demonstrate, with evidence, that you have done this.
- Be current: Don't be tempted to dwell on the past - devoting a large chunk of your entry explaining over 25 years of history will not help you win
- If you are going to include supporting materials, then some guidance and context as to what they contain and why they are relevant is important. Don't supply them for the sake of it.
- While the judges all have relevant experience, they won't necessarily know the intricacies of your operation. If it's relevant to your entry, then describe the particular challenges you face.
- Judges also take into account the relative size of each company involved and make their decision on the basis of the evidence in front of them. Small companies have just as much chance to win.

**Good luck!**

**Please visit our dedicated awards entry platform to start, edit, and complete your submissions. If you need more information, please contact head judge Priya Khaira at [priya@internationalhospitality.media](mailto:priya@internationalhospitality.media).**