



## AWARD-WINNING ENTRY TIPS

Securing awards goes beyond just doing great work. It's about presenting it effectively. Here's how to boost your chances at the Davos Communications Awards 2025:

- **Plan Ahead:** Understand the criteria, meet deadlines, and start early. Get approval if needed. Success loves a well-prepared navigator!
- **Highlight Your Best:** Choose projects wisely and emphasize objectives, results, and creativity.
- **Craft Your Story:** Choose the right person to write your entry. Tell your story clearly and convincingly, leaving judges on the edge of their seats.
- **Communication Matters:** Present your story clearly, watch your language, and proofread carefully.
- **Structure Clearly:** Organize your entry logically, starting with objectives and ending with results.
- **Stand Out:** Clearly explain why your project stands out. Be honest and direct, sparking imagination and winning hearts.
- **Show Impact:** Focus on tangible results and avoid vague metrics. Let your achievements speak volumes!
- **Explain Measurement:** Clarify your measurement approach and its fairness.
- **Follow the Winning Formula:** Connect objectives, results, and storytelling for an entry that screams “champion”!

Best of luck to all applicants!