ENTRY FORMAT:

1. Executive summary (max 100 words)
   If you are nominated for an award, PMGroup may publish extracts from the executive summary you supply, so you should ensure that it contains no confidential or sensitive information. No other part of your entry will be reproduced except for quotes from clients and stakeholders (where permitted) and your entry will remain confidential at all times.

2. Situation/ market analysis
   You should supply details of relevant background information, research and analysis, etc. Please note that it is essential to provide benchmark data/information that will enable judges to identify what changes have been brought about by your programme or initiative. Please also highlight any key messages and state how they relate to the strategy.

3. Objectives
   Clearly defined SMART objectives.

4. Strategy
   Explain the strategy adopted to meet the objectives stated.

5. Tactical implementation
   Explain how the strategy was implemented in order to achieve your objectives.

6. Effectiveness: Outcomes vs Objectives
   The emphasis here is on clear demonstration of how outcomes were achieved against stated objectives. You must show clear evaluation of outputs and outcomes versus ambitious, but achievable objectives*. Clearly show the real benefit that your programme/initiative delivered for patients or stakeholders.

7. Client and stakeholder verdicts
   Provide a quote from the client and, where appropriate, from one or more stakeholders ensuring the feedback relates to outcomes and improvements in patient care. A quote may be submitted as a letter, fax or email, supporting the overall effectiveness of the programme or activity. You should include contact details for both the client and stakeholder for verification. Please make it clear on the entry form if references are to be treated as confidential or may be used anonymously for publication.

8. Original brief
   Where possible, provide a copy of the original brief from the client, or relating to the campaign (you should include this in the supporting materials).

* Further reading

See the HCA website for the HCA Evaluation Toolkit and the HCA Good Practice Guides to Media Relations and Working with Patient Groups.

The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.