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

Before sending us your entry, check you’ve done the following:

**Is your entry:**
- A two-page A4 submission, paper-based, with no appendices or attachments?
- Typed or typeset, in black and white or colour? Entries are photocopied, so do not use tinted boxes or reversed-out type
- Minimum 10pt font and has a margin that will accommodate a hole-punch?
- Anonymous? Do not include any entrant information or use brand/company colours if entering categories in the Healthcare Communications Awards section in your submission, use the entry form to record your details
- Clear, concise and clearly laid out?
- Honest and authentic?
- Interesting, compelling to read and tells a story?
- Legible? If the judges can’t read it, it may be disqualified

**Have you:**
- Written your entry specifically for the category being entered? Failure to do this may result in disqualification
- Focused your efforts? Invest time and effort in writing your entry submission - it must stand out from the rest and will pass or fail in the first-round of judging on the two-page submission alone
- Provided all items you refer to in your entry as supplementary materials? If your entry makes the first-round cut, judges will want to see the items in full on the judging day
- Supplied any press cuttings in full, with publication details clearly marked? DVDs must be formatted to play on a PC
- If entering Writing Excellence, supplied six sets of each item referred to in your entry?
- Included all website details including any passwords required to access any site you mention in your entry?
- If entering Excellence in Digital Communications, provided six sets of any hard copy samples showing digital activity if applicable?
- Included the original client/campaign brief?
- Included a high resolution, print quality, colour photograph where specified?
- Made a note of the judging day (Thursday May 24) if you are entering Young Achiever, Patient or Professional Association, In-House Team or consultancy award categories (Small Independent Consultancy of the Year, The Succinct Communications Award for Medical Communications Consultancy of the Year, Communications Consultancy of the Year)?
- Filled in an entry form for each submission?
- Enclosed full payment covering all entries?

**Does your entry:**
- Follow the entry and judging criteria?
- Keep a careful balance between content, data, presentation and text?
- Include benchmark data, critical success factors and key messages?
- Demonstrate the innovation and creativity of the initiative or programme?
- Provide evidence of the patient benefits and outcomes?
- Include a comment from the client and/or stakeholders supporting the overall effectiveness of the programme, indicating the value of the work in improving patient care? Include contact details for verification?
- Show the sort of evaluation methods you employed?