



Form 04

Alan Butler Awards 2017

Guidance on completing the entry form and providing evidence

Please remember that you are completing an entry form to enable the judges to analyse your group's strengths, place your group in the bronze, silver or gold categories and to decide an overall winner of the Alan Butler Awards. How you complete the entry form should assist this process.

One of the important aspects of the process is that you need to **communicate** to the judges your strengths, any challenges you have met and your successes. This means that if you are going to do this well you will need to carefully explain how you have met each of the questions. This is sometimes best done by drafting the answer and another person who was not involved reading it to see how well your answer communicates what you intended. If no one else is available, put your entry form away for a few days and then come back and read it, you may then be able to see how it could be clearer or more convincing.

Where possible, please use a maximum of one side of A4 for your answer to each main question, not including the question itself and the helpful hints. Make every word count.

Your entry form will need to be **supported by evidence**. Supporting evidence should be sufficient for the judges to understand your answer and provide confirmation of what you are stating. When referring to evidence in your answers ensure you explain what the evidence will show the judges and how it meets the requirements of the question. For example, if you have included a copy of your meeting programme explain why. If your programme is used to illustrate the speakers you have chosen or the topics, explain this in your answer to the question. If you want the judges to understand that the speakers and topics were good and relevant explain this and why they were.

Evidence is best provided in a form that is referenced, there is not just one way to do this, but the judges will find it easier to understand your entry if they can quickly identify the evidence you are referring to.

Your entry form and evidence is usually printed and prepared for the judges in a pack that can be easily considered by a number of judges on the day of the judging. However, the judges do have access to a computer and the internet at the time of judging so your evidence can be in electronic form if this is necessary. If you want the judges to note a particular part of your website to support your entry it may be easier to print this part and identify what you want them to consider instead of relying on the judges accessing your website via the internet.