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News

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# SERVICED APARTMENT NEWS

## AWARDS MASTERCLASS

17 NOVEMBER 2016

CURIOUS. CLEVER. CONNECTED.

# AWARDS MASTERCLASS

- Who is Custard
- Why enter awards?
- Which awards should you enter?
- How to write a winning entry
- The essentials
- Standing out from the crowd
- Case Study
- Amplifying the value of awards



# CUSTARD COMMUNICATIONS

- Who we are
- Who we work with
- What we do
- Awards track record



# WHY ENTER AWARDS?

- ✓ Internal recognition and reward
- ✓ Profile building
- ✓ Supporting rebranding or repositioning
- ✓ Boosting credibility
- ✓ Driving recruitment
- ✓ Increasing sales



# WHICH AWARDS SHOULD YOU ENTER?

## Consider...

- Objectives
- Chance of winning
- Evidence
- Cost
- Time
- Past winners
- Alternatives



# HOW TO WRITE A WINNING ENTRY

## The Essentials

- Basic company info – 100 word executive summary
- Detailed reasons for being a worthy winner
- Stick to the rules
- Use guidelines for entry
- Look for past entry examples
- Be on time!

### SERVICED APARTMENT AWARDS – THE RULES

- 750 – 1,000 words
- Qualifying period – 1<sup>st</sup> Jan 2015 to present
- Deadline - February 7th, 5pm

# HOW TO WRITE A WINNING ENTRY

## The Essentials

### SUPPORTING EVIDENCE

- **Financial information** – turnover and profit, sales figures, spend per head, year on year increases
- **Customer data** – booking figures, booking trends, customer demographics, booking enquiries, satisfaction ratings
- **Website data** – visitor numbers, domain authority, online enquiries, online sales
- **Anecdotal evidence** – customer and colleague testimonials, reviews, guest feedback
- **Commissioned research**, internal or external

# HOW TO WRITE A WINNING ENTRY

## The Essentials

### SERVICED APARTMENT AWARDS – GUIDELINES FOR ENTRY

- “Innovative solutions to problems being faced in the industry will receive extra credit, and providing tangible evidence of how the solution benefited the guest, provider, or industry will stand out against those that do not”
- “Provide as much detail as possible to validate your claims, including statistics, customer comments and so on. Nothing is more powerful than a third-party endorsement of your brand”



# HOW TO WRITE A WINNING ENTRY

## The Essentials

### SERVICED APARTMENT AWARDS – GUIDELINES FOR ENTRY

- “Citing specific case studies and instances of client success is a great way of presenting a successful solution. All of our winners, historically, have raised the bar and helped shape the future direction of the industry”
- “Don’t forget any attachments that might increase your chances of impressing the judges. You can upload supporting documentation, images and even video footage together with your entry”

# HOW TO WRITE A WINNING ENTRY

## Standing out from the crowd

- Tell a story
- Keep the judges entertained
- Tug on their heartstrings
- Use eye-catching presentation
- A picture is worth a thousand words – and a video is worth ten thousand

Alternatively... Outsource!



# HOW TO AMPLIFY THE VALUE OF AWARDS

Celebrate internally

Tell local and/or trade media about your success

Make the most of the awards evening – it's your chance to celebrate!

Get social

#saawards

@servaptnews

Use awards branding on your website & marketing materials

Shout about your shortlisting

# SERVICED APARTMENT AWARDS KEY DATES

Entries open now!

Entry deadline: February 7th, 5pm, GMT

Shortlist announced: 1st March

Awards ceremony: 20th March

Grange Tower Bridge Hotel



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