Tips for Submissions – KTI Impact Awards 2021

Before you begin

- **Give yourself plenty of time** – take the time to read through the nomination forms, details on the category for which you are applying. Think carefully about the projects, spin-out company you might nominate and in which category you would like them to appear. In every instance make sure there has been a clearly defined and demonstrable impact during the specified time period.

Written submission

- **Draft your submission using Word (or similar) in advance** – drafting your submission in advance using Word or a similar programme will help you keep to the specified word count. It will also allow you save the submission and revisit at a later point for review and editing before copying the text into the online submission form.

- **Answer the questions and be direct** – the nomination forms are structured to extract the information required for the judging panel to make its decision. The more directly you answer the question, the easier it will be for the judges to draw a conclusion on your submission.

- **Double check the category** – before making your final submission, make sure you are entering your submission for the correct category and using the correct form.

- **Give evidence** – have you provided details of specific results, outputs or achievements (where relevant) in your submission that illustrate the impact of the submission you are making. Such information will make all the difference to the success of your submission.

- **Remember your judges** - the judging panel will have many submissions to review in each category so the easier it is for them to understand your submission and the more compelling a reason you have for nominating it, the more likely you are to score well.

- **Give context -** Remember the judging panel is made up of both Irish and international judges so it is important to give clear background to your submission. In particular, if the impact or success you describe relates to something regional or specific to the Irish system ask yourself if it would be helpful to provide additional background and include it if appropriate.

- **Diversity and Inclusion** - this year award entries are encouraged to highlight specific Equality, Diversity and Inclusion (EDI) related approaches that have contributed to the success of the submission.

- **Call out the role of the TTO or ILO -** The awards are about impact but they are also about linking that impact back to the ways in which the TTO has been instrumental in making that impact happen. Be sure to explain how the TTO or ILO has been pivotal to the project or spin-out company success and highlight this throughout the submission.

- **Explain why yours deserves to win.** Think about how your submission is better than the others that may be put forward in the same category. Call out those reasons in your submission and providing evidence of the impact will help with this.

Elevator pitch

- **Watch your timing -** The elevator pitch should be no more than 60 seconds and as such needs to be succinct, persuasive, interesting, memorable.

- **Summarise the project -** At a minimum, the pitch should comprise a couple of sentences to introduce the submission and a couple of sentences telling the judges why it should win.

- **Bring your personality -** The aim of the pitch is to give life to the written submission and it is your chance to speak to the judging panel directly so make it count.

- **Complement your written submission** - The pitch is not meant to fill gaps in the written submission. It is meant to supplement it. The two are to work together.