The deadline for suppliers to complete their online submissions to enter the TTG Travel Awards 2017 is June 16. Here are hints and examples to help you write the best possible entry this year…

SUPPLIER CATEGORIES

Hopeful suppliers are currently being rated by our travel agent audience, which ends on May 17. TTG will then contact the eight top-rated suppliers in each category and invite them to complete an online submission by June 16, which will then be assessed by a judging panel. This year there will be at least two travel agents on every supplier category judging panel, drawn from our TTG Top 50 Travel Agencies 2017 list wherever possible. Here are hints and examples to help you write the best possible supplier entry this year…

* There is no mystery to what we hope you’ll include. When you begin your online submission, you will find an extensive list of suggested pieces of information that always impress judges.
* We believe evidence of financial stability and business is important, but we also appreciate that some companies are unable to share financial information, or simply do not have access to UK-specific figures. So this year, wherever “the financial question” appears, we have reduced its weighting from 10 points to 5 points, so it plays a smaller part in overall scores.
* Judges might well check on Companies House to see if financial information is publically available. Better to present those figures yourself with your own context than let them draw their own conclusions from the accounts.
* Testimonials from agents or other partners can be helpful but don’t swallow up your word count with feedback. A few brief highlights should do the trick.
* The focus is always on the last 12 months, so give dates so judges know this activity fell within the judging period (June 2016 to May 2017). Make it clear what was new or what you tried for the first time, remembering that judges are most impressed by true innovation – not simply catching up with what your competitors are already doing in this space.
* This year we are restricting what “supporting information” can be uploaded, to only one PDF document and/or one video. But you should include all relevant information within the words of your submission itself. Uploading dozens of adverts and photos, or generic corporate videos, doesn’t tend to be helpful.
* To help you write the best possible submission, we’ve compiled the best bits of some of last year’s winning entries into a dummy entry, to inspire you on what to include. Here is an extract – read the rest online at ttgawards.com