Standard Operating Procedure
Planning and Submitting Award Entries

Date of Issue	13 August 2024
Purpose	To outline the process for planning, selecting, and submitting award entries to ensure RAKTDA maximizes its chances of winning industry awards that enhance its reputation and recognition. This SOP applies to RAKTDA internal team PR team and representative PR agencies involved in identifying, planning, and submitting entries for awards.

	Steps	Guidelines and best practices
1	Identify Relevant Awards	• Research and compile a list of industry awards, focusing on the most reputable and credible awards that have categories matching RAKTDA's achievements and strength (Example awards: PRCA Awards, Skift Idea Awards, CEO Middle East Awards) • Align with RAKTDA's team on which awards to enter annually, with a mid-year review. • Create a final list of the awards identified with the eligibility criteria, relevant categories, submission deadlines, required documentation, and entry fees. Example list
2	Evaluate Awards Criteria	• Thoroughly review the eligibility requirements, submission guidelines, and judging criteria for each award. • If the awards are submitted through online entry forms, please check the form for word limits and required fields • If the awards require a PDF or word document dossier (example), check the document size allowed for upload • Prioritize award categories where RAKTDA meets all criteria and has a strong story or project to submit.
3	Select the Strongest Stories	• Collaborate with RAKTDA PR team to identify key achievements, projects, or initiatives that align with the award categories. • Select stories with measurable impact, innovation, and strong supporting data including internal project reports, case studies, media coverage, etc.
4	Develop Submission and Evidencing Materials	• Where possible, identify opportunities for lobbying with the judges and award organizers to gain insights on the judging criteria. • Identify the number of words permitted for each entry • Draft the award submission narrative, highlighting key achievements and impact. • Tailor each submission to the specific award category, using clear and concise language. • Gather and create supporting materials including testimonials, data

		([example of supporting documents](#)), case study video ([Example 1](#), [Example 2](#)) and images require for the submission.
		• If videos can be used with the submission, ensure to check the maximum length of video allowed and share this with the RAKTDA team allowing sufficient time (at least 2 weeks) to create a video that matches the award requirements.
5	Internal Review and Approval	• Submit the draft entry to RAKTDA team for review and approval, allowing sufficient time for revisions.
6	Submit the Award Entry	• Ensure all components of the submission (narrative, supporting documents, media files) are complete and aligned with the award's submission requirements. • Double-check the submission platform for any last-minute changes or requirements. • Submit the entry at least 48 hours ahead of the deadline to allow for any unforeseen issues • If submitting the award on behalf of RAKTDA, provide the invoice to RAKTDA team for payment in advance or upon submitting the award.
7	Post-Submission Follow-up	• Confirm receipt of submission with the award organizers and maintain communication for any additional requirements or updates. • If the award submission is shortlisted as a finalist, notify RAKTDA team to discuss who from the team should attend the awards ceremony and share the fees for seat/table booking. • If an award is won, document the success including certificates, photos, videos on RAKTDA's appropriate social media channels and create a press release announcing the win if it's significant enough – TBD with RAKTDA team. • Archive all materials and submission for future reference and internal reporting. • After each award, conduct a review to analyze successes and areas for improvement for awards not won highlighting learnings and feedback from award organizers.