



# Helpful Hints on Submitting a Successful Entry

**ENTRY DEADLINE: Friday, March 5, 2021**

**AWARDS GALA: Thursday, May 20, 2021**

# BRAINSTORMING

A great way to submit a thorough and complete entry is to create a committee.

Assign specific areas and questions to each committee member.

For example:

- After brainstorming different photo options with the committee, a member could be responsible for all the photo requirements.
- For TOBY/EARTH, the Operations Manager could be responsible for the technical areas of HVAC, energy management, security, etc.
- Divide questions according to who has the most experience in those areas.

## ENTRY FORM

1. Go to [www.boma.bc.ca](http://www.boma.bc.ca)
2. Choose the Events & Sponsorship tab
3. Choose the Awards heading on the left
4. Choose the specific award listed on the left
5. Entry forms are at the bottom of the 'How to Enter' section, with the exception of TOBY.
6. Copy/paste the questions into a Word Document or ask to have the Word Document emailed to you. ([sjones@boma.bc.ca](mailto:sjones@boma.bc.ca)).

## FORMAT

Leave in the same headings and questions as shown in the entry form. Do not add anything extra. Answers must be in Arial, font size 11.

## INNOVATION

If there is a question on the entry form relating to innovation for bonus points, take the time to answer this thoroughly. This answer determines the winner when there are two front-runners.

## FINISHING TOUCHES

Ensure you follow instructions carefully.

Just provide the information that is asked for. If you provide more than what is required, you could be penalized.

Make sure each question is answered as thoroughly, yet as concisely as possible. If it takes more words and sentences to make your point, then do so.

Have someone else at your office proofread it.

## HOW TO PAY

At the bottom of the Entry Form is a payment section where you can provide a credit card number.

Invoice: If you need an invoice in advance please contact Sarah at [sjones@boma.bc.ca](mailto:sjones@boma.bc.ca).

## HOW TO SUBMIT

Save the Word Document with a title that includes the building or company name, and the award name (i.e. 'CompanyB\_SupplierContractor'). Email to [sjones@boma.bc.ca](mailto:sjones@boma.bc.ca).

## IMAGES

Take pride in the quality of the photos you submit. Think of your photos as an advertorial of your firm and ways the subject matter of the photos can best describe and support the overview in your entry.

Include close-up shots of employees (working, interacting with clients, etc.) to personalize your submission. Together, your written and photographic materials should tell a cohesive story.

When in doubt about your photography skills, hire a professional. If you want to work with a popular photographer, you will need to book their time months in advance. Photographers may need two weeks to give you the finished product.

- Tall building exterior shots should be vertical (portrait) format.
- All other images should be horizontal.

# IMAGE FORMATS

## Digital Photos

- Do not compress files.
- Colour pictures only.
- PC compatible in JPEG format only.
- Image size should be no less than 1mb, and no more than 8mb.
- Email photos to Sarah at [sjones@boma.bc.ca](mailto:sjones@boma.bc.ca) or use a free image sharing website (i.e. Dropbox) and email the link to Sarah.

# CORPORATE LOGO

- PC compatible.
- High resolution jpeg.
- Email it to [sjones@boma.bc.ca](mailto:sjones@boma.bc.ca). If you don't have a digital file, ask the company that prints your letterhead to contact Sarah Jones.

# AFTER YOU WIN

Promote your company or building to:

- Tenants, clients and employees (promote in newsletter, announce at events).
- Prospective tenants and clients through your website, letterhead, brochures.
- Other trade associations of which you belong. Let others know how you exceeded BOMA's high standards.

## *Marketing Ideas Include:*

- Promote the win on your website (ask BOMA to send you a photo of your team receiving the award).
- Develop an ad campaign.
- Ask leasing agents to promote.
- Write a news release and send a photo.
- Create signage, banners or posters for your lobby/office.
- Include an announcement in your tenant/client newsletter.
- Write an announcement for your company's social media (i.e. LinkedIn, Twitter).

## PLAN FOR THE NEXTAWARDS CYCLE

If your building is undergoing renovations, rewiring, requires new mechanical systems, etc. and you feel it is not in the company's best interest to enter the building into competition this year, wait. Use this year's entry form as a guide to plan your submission for next year.

If you enter this year, but are not successful in receiving an award, do not be discouraged, build on your entry and try again.