



Training &
Development
Awards 2026

Nomination Guide

How to write the strongest
possible nomination



Welcome

This guide will help you write the strongest possible nomination. Whether you've nominated before or this is your first time, it will walk you through what makes a great submission and what our judges are looking for.

Take the time to read it before you start writing. A well-prepared nomination can make all the difference. As you work through the nomination form, you'll also find helpful tips and prompts to guide you.

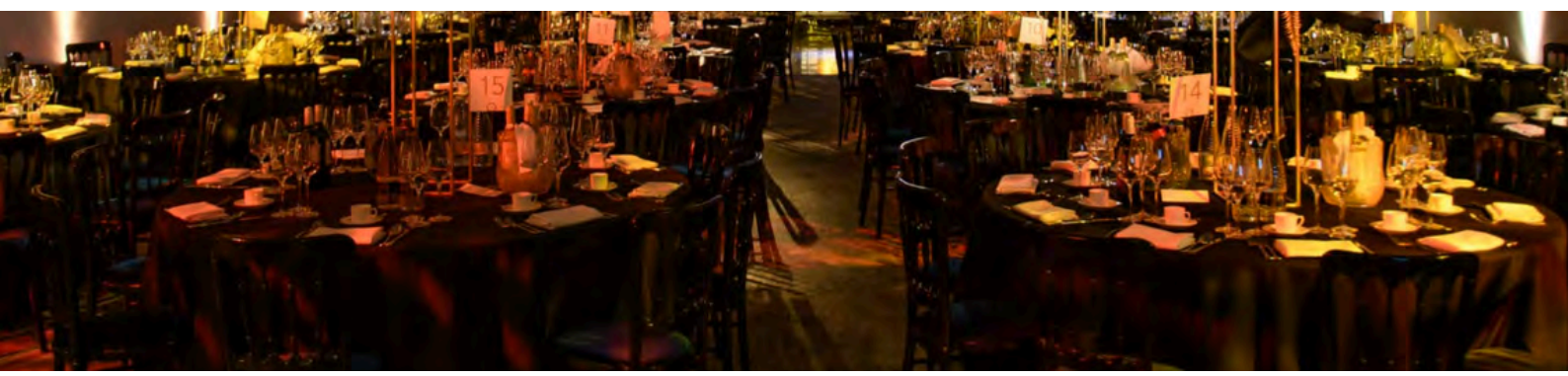
Before you begin

Start early. Strong nominations take time and thought.

1 Rushing at the last minute often means missing out on details that could set your entry apart. Gather your evidence before you sit down to write.

2 This could include data, feedback, testimonials, case studies, or examples of outcomes. The best nominations are built on evidence, not just good intentions.

3 Having all the information to hand will help make the process quicker and relying on facts will make writing your nomination easier.





About the judging process

Our judging process takes place in two stages. All entries are carefully assessed by a panel and a shortlist is created, followed by a second round of more detailed scoring and discussion by experienced industry judges.

Each judge brings unique expertise and insight to the decision-making process.

Understanding what the judges are looking for

Judges read a large number of nominations.

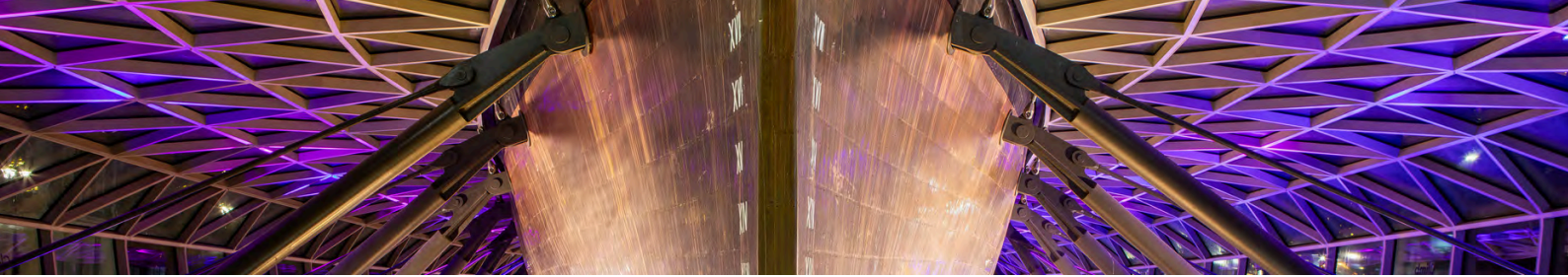
What helps an entry stand out is **simple, clear language, not a long list of activities.**

Judges are typically asking themselves:

- What was the challenge or opportunity? Is it clear what problem was being solved or what goal was being pursued?
- What was done? Is there a clear description of the work, approach, or contribution?
- What difference did it make? Can the judges see the impact — in numbers, outcomes, or change achieved?

A nomination that clearly answers these questions **will be stronger.**





Structure your nomination well

Our nomination forms will guide you with specific questions. Answer each one fully and directly. Do not write one long block of text hoping the judges will find the relevant points — make it easy and clear for them to read and pick out the key points.

Writing tips

Be specific, not general. "We improved engagement" is weaker than "engagement increased by 40% over three months." Concrete detail builds credibility.

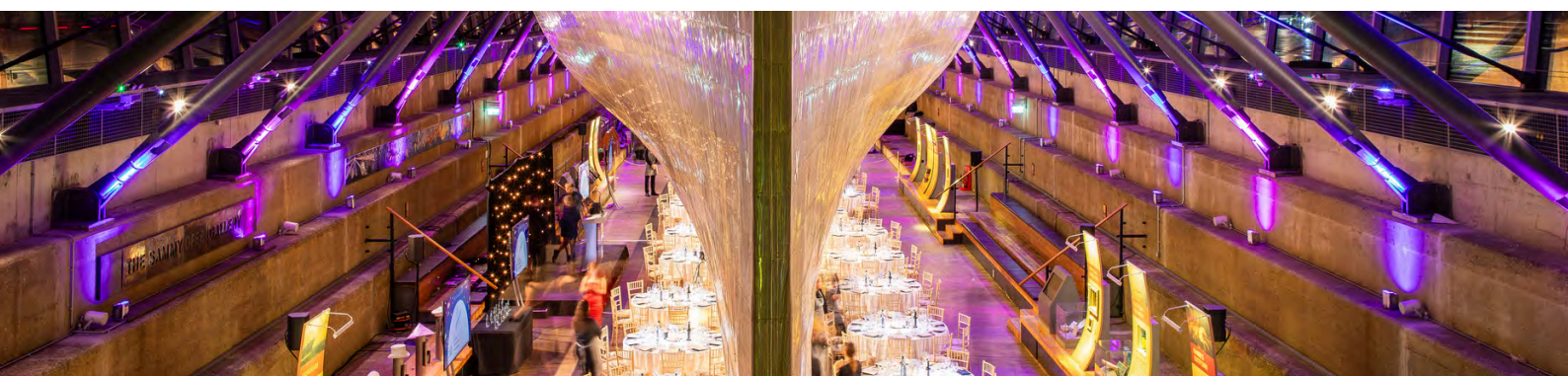
Use plain language. Avoid jargon, acronyms and overly technical language. If a judge does not understand your field, they should still be able to follow your nomination clearly.

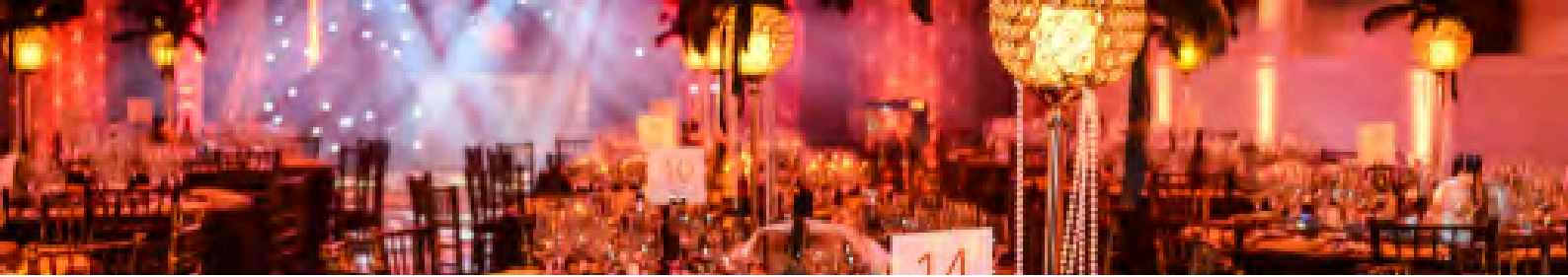
Use active language. Write "the team delivered" rather than "delivery was achieved by the team." Active sentences are clearer and more engaging.

Keep sentences short. Aim for around 15 to 20 words per sentence on average. Long, complex sentences are harder to follow.

Avoid padding. Every sentence should earn its place. Remove anything that does not add to the story you are telling.

Stick to the word count. Most sections include limits to keep nominations clear, focused and fair, helping you highlight key achievements and enabling judges to compare entries more easily.





A note on using AI tools

AI writing tools can be a useful starting point — for example, helping you structure your thoughts, draft an outline, or improve the flow of your writing.

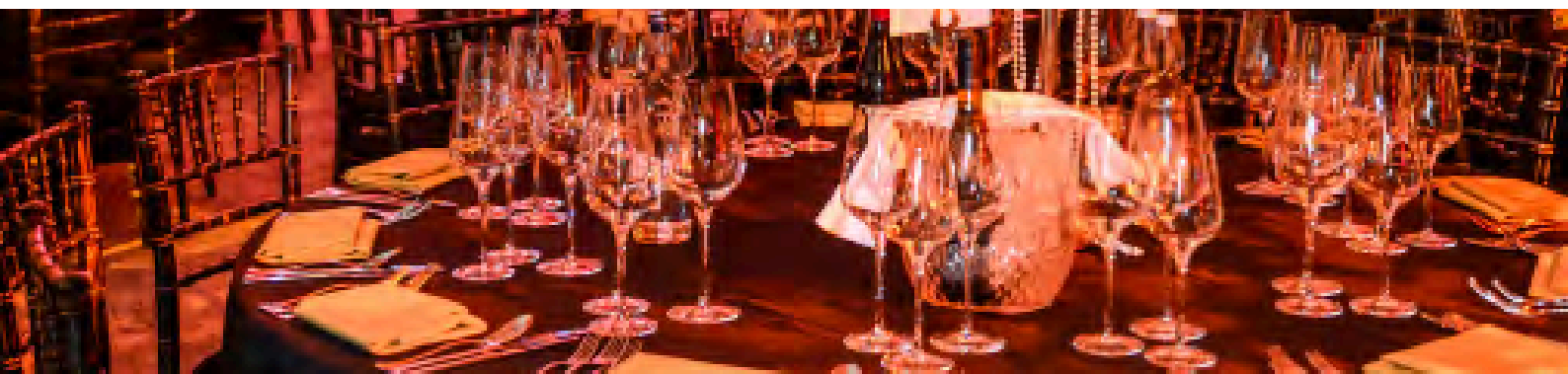
However, there are some important things to keep in mind if you choose to use them.

AI cannot know your story. The most compelling nominations are specific, personal and contain real detail. AI tools can help with language, but they cannot supply the evidence, outcomes, or context that makes a nomination genuine.

If you rely too heavily on AI, your entry may end up sounding generic.

Always add your own voice. Judges can often tell when a submission lacks authenticity.

Do not share sensitive information. If your nomination includes confidential data, commercially sensitive information, or personal details, be very careful about what you input into any AI tool.





Common mistakes to avoid

- 1 Writing about activities rather than outcomes — judges want to know what changed, not just what happened.
- 2 Being vague about who did what and what the results were.
- 3 Copying and pasting the same text across multiple categories without tailoring it to the question and the category.

A quick checklist before you submit

- Have you answered every question on the form fully?
- Is it clear what the impact was?
- Have you proof-read for spelling and grammar?
- Have you asked a colleague to review it?





Need help?

If you have any questions about the nominations process or this guide, please email events@ecitb.org.uk.

You can also find a short article on nomination [writing top tips here.](#)

Next steps

We will announce the three finalists for each category on the 7th September.

In the meantime, if you would like to secure your tickets for the evening or are interested in becoming a sponsor please visit the [website](#).