



The logo features a stylized 'Pf' in gold, with the 'P' being a large, outlined letter and the 'f' being a smaller, lowercase letter. Below this, the word 'AWARDS' is in a gold, sans-serif font. '2021' is in a large, purple, serif font with a gold underline. 'VIRTUAL' is in a gold, sans-serif font below the underline.

TIPS FOR SUCCESS

With the aid of the screening judges, we have collated their feedback on what they believe makes an outstanding entry application and their reasons why others are not so strong. Listed below are the top 5 tips to enhance your chances of becoming a winner.

- Maximise your chances in the competition by limiting your application to **8 pages**. Remember it is quality and not quantity that counts!
- When you are completing your entry application form, please ensure that the examples you provide are **proven results** that can be demonstrated. Candidates must use results for a completed project and not one currently in progress
- If you are stating numbers and percentages, make sure you have **comparators for these numbered examples**.
- Examples for strengthening your application should contain both **company and customer references**.
- In the excitement of **completing your application** do not forget to read it through, spell check and then the final step of having it endorsed by your second line manager or above.

REASONS TO ENTER

It is extremely important to us that we remain the premier awards in the UK Pharmaceutical industry, and we too continue to develop with the changes around us. After surveying our sponsors and company coordinators, we identified the key reasons for why you should enter the Pf Awards. These are:

- **MOTIVATION** – Candidates and their companies have the option to receive individual written feedback from our panel of independent judges made up of former industry professionals and clinicians.
 - **SUCCESS** – Highlight the success of your employees and that of your business to other peers within the UK Pharmaceutical and Medical Devices industry.
 - **RECOGNITION** – Creates and generates healthy competition within your field force and encourages them to challenge themselves against the best of the best within the industry.
 - **CELEBRATION** – Attend a celebratory and prestigious ‘live’ streamed awards evening where the top finalists and winners will be announced ‘live’ by a celebratory host.
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