Putting your best foot forward

We understand the time and effort that goes into putting together an entry for the Hospitality New Zealand Awards for Excellence.

It’s really important that you’re putting your best foot forward in your entry, submitting something that truly reflects what you do and the unique aspects of your hospitality business.

Answering the questions

Read over your entry and ask yourself – have I really answered that question? Judges are looking for answers that you can back up with explanation and solid examples. Don’t just state you’ve run a really successful marketing programme. Tell us what made it successful and how the success was measured. Rather than just saying you go the extra mile for your customers, tell us how.

The judges are looking to understand the heart and personality of your operation. Try to describe your business and what you do in words to make them feel like they are there experiencing it for themselves.

Call on your staff to help you nut out what makes your venue unique. A great team building exercise can come from getting together and brainstorming your answers, giving each member of your team a sense of ownership of the entry and any success that may follow.

One of our previous award winners enlisted the help of her customers to fill out her entry. So, don’t be afraid to ask your regulars what they think you do well.

Give yourself plenty of time to put your entry together. Start work on your entry as soon as you can, and allocate a couple of hours a week to answer a couple of questions, and within a month you’ll have your entry done.

Photos

Choose photos that illustrate the points you make in your written entry.

A few clear, well thought out photos will have more of an impact than screeds of fuzzy, random shots.