IBDA
2027

HOW TO WRITE AN APPLICATION THAT STANDS OUT

Read the Criteria Before You Write a Single Word

A successful application must address each point directly. Judges can only allocate marks based on the evidence in front of them, so if a criterion is not addressed, it cannot be scored. Use the headings provided in the entry form to structure your response. This signals to judges that you have read and understood what is being asked of you.

Lead With Evidence, Not Adjectives

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Top Tips on how to do this

- Before-and-after comparisons that show genuine progress
- Show specific metrics and measurable outcomes (e.g. retention rates, engagement scores, productivity improvements)
- Timelines that give context to how results were achieve

Concentrate on facts that can be substantiated

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Highlight Your Exceptional Successes

This is your opportunity to stand out. Include information on your most significant wins during the year (systems implemented, innovations introduced, or new ways of working) that have delivered meaningful benefits for your people and your organisation.

Think beyond the obvious. Awards are competitive. The entries that succeed tend to be the ones that present something genuinely distinctive rather than a standard summary of business-as-usual activity.



Use Supporting Documents to Improve Readability

Attachments can be included with your submission and are particularly valuable to demonstrate a success.

Top tips

- Don’t just submit a “wall of text” with attachments.
- Use space to make it easier for the judges, and try to incorporate case studies, infographics, survey results, or before and-after comparisons within your application.
- Readability goes a long, long way

REMEMBER Word Limit : 2,500 Words

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AI Assisted Writing



Let's be honest, most people will use AI at some point in the writing process, and that is perfectly fine. The judging panel understands this is the reality of how people work today.

That said, over-reliance on AI is something judges notice quickly. Entries that are clearly AI-generated tend to read as generic, formulaic, and lacking the authentic voice of the organisation behind them. When every sentence is polished to the point of sounding the same, the story gets lost.

Use AI as a tool, not a ghostwriter. Let it help you structure your thoughts or tighten your language

Final Checks

- ✓ Have you addressed every judging criterion?
- ✓ Do your supporting documents add value?
- ✓ Is your evidence specific and verifiable?
- ✓ Does it sound like your organisation?
- ✓ Are you within the 2,500-word limit?

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WE LOOK FORWARD TO READING YOUR APPLICATION

GOOD LUCK

If you have any questions throughout the process, please contact the team on 01 -293 3650
or
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