

The logo features the letters 'Q&A' in a large, stylized, white serif font. To the right of 'Q&A', the words 'CUSTOMER', 'EXPERIENCE', and 'AWARDS' are stacked vertically in a smaller, white, all-caps sans-serif font. The year '2026' is positioned to the right of 'AWARDS' in a bold, white, all-caps sans-serif font.

Q&A CUSTOMER
EXPERIENCE
AWARDS 2026

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

The most common mistake in award entries is telling judges how great something is rather than showing them. Phrases like 'innovative', and 'best-in-class' mean nothing without the data and context to back them up.

Top Tips on how to do this

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

Concentrate on facts that can be substantiated.



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 tip

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 = 2,000 Words

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?
- ✓ Supporting docs must be under 10MB each if using online portal
- ✓ Are you within the 2,000-word limit?
- ✓ Does it sound like your organisation?

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GOOD LUCK!

If you have any questions throughout the process, please contact the team
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