Best Practices for a Winning Acquia Engage Award Submission

We’ve learned a few things after working with the esteemed panel of judges who make up the Acquia Engage Awards jury, and we’ve decided to share our best practices for building a winning submissions.

Follow these tips and improve your chances for victory in 2021.

- **Tell your story and speak to the criteria**
  Winning submissions are always well written and comprehensive. They offer a complete picture of the context around a project and provide insight into both progress and pitfalls. Do your best storytelling, but stay mindful of the category criteria. Some award categories can be very competitive, and a brilliantly-written nomination that ignores part of the criteria may miss the mark.

- **Share the ‘before state’**
  The work you do is challenging. Acquia Engage brings together hundreds of like-minded pros who share many of the same struggles as you. Give the judges a clear sense of what life was like before your project got launched. What went well, and what was missing? What did you hope to achieve?

- **Align to your strategy**
  Most often projects correlate to organizational objectives. Share that context, and how your project’s success also supports organizational success.

- **Share numbers, and speak to the greater impact**
  Measurement wins the day. Give evidence that your project achieved the stated goals.
- **Back it up with visuals**
  Supplement your essay with visuals, whether sharing links, video, screenshots or charts. Be sure your submission offers a direct look into the project. Help the judges visualize your progress, see the before-state and experience that you offer today.

- **Share lessons learned**
  Acquia Engage is all about sharing best practices, so take the opportunity to pass on what you learned throughout the project.

**Want to see examples?**
These stories are built with insights from award submissions, and offer a great perspective into the world of what's possible.

Check out our past Acquia Engage Award winners:
- [WaterAid & Access](#)
- [Singapore Management University](#)
- [VitalAire & EPAM Systems](#)
- [American Medical Association](#)
- [Chevron Phillips Chemical & Adcetera](#)
- [Vermont Law School & Ameex Technologies](#)

[Submit your nomination today](#). Good luck!