



CSA Awards - Myths Need Exploding

By Keith Barker, Tectonic Techniques

Entering the awards couldn't be easier! Even if you feel that your projects are "run of the mill", or of reasonably short duration and would not grab any headlines you are wrong! So, please enter the CSA Awards.

Entering the Awards

The main entry criteria is:

- 1) The size of the project is irrelevant.
- 2) It doesn't have to be a particularly innovative or ground-breaking building - it's the way in which the project was managed that counts - not the gravitas of the job.
- 3) A key element is the online entry form which has to be completed:
 - think carefully about what you write
 - using standard phrases in a 'copy & paste' job from the company brochure doesn't necessarily do you any favours
 - give plenty of detail about why it was such a good project - what made that job stand out
 - a testimonial from the client, will always add weight to any entry

The Judging Process

- The judging process is based purely on the information presented via the entry forms, which offers a level playing field for everyone.
- The judging is totally transparent so people can't influence things for their 'mates'
- Each judge has responsibility for scoring each entry, against the pre-set judging criteria, but it is the combined aggregate score of all the judges that determines the results.
- The totalling of the scores takes place after the judging session, so none of the judges know who the winners are in advance of the ceremony.
- The person Chairing the Judging Panel is not a CSA member company, or associated with any of the members, and so it is completely impartial.

So, armed with this information, and having always been keen to explode possible myths and prejudices, I would suggest that the saying 'you can't win it, if you ain't in it' is really quite apt in this scenario. Please don't think there is little point in entering because a certain other company is likely to win, as that is a self-fulfilling prophecy. If you haven't bothered to enter, that certain other company must surely have a far better chance of winning.

So go on, have a crack and put forward an entry. With such a strong and transparent entry/judging process in place, every nomination is assessed on its relative merits, and so each one has an equal chance. And do remember, just by making the list of finalists you'll be rewarded with a bucket load of publicity – which has to be of commercial value to any business, large or small.

You can enter the 2018 CSA Awards by visiting the website – www.csa-awards.co.uk.