



Awards Preparation Tips

Entry Preparation-Quick-N-Easy

Submitting an Excellence in Landscape Award for consideration is a straightforward process but does take some initial planning. Below are some timelines to consider and steps to take to ensure your project stands apart.

Up to 1 year prior

- Budget for program entry
- Identify project
- Record pertinent information
- Obtain client approval

Up to 1 month prior

- Select photographs and create file copies
- Compile records and make copies
- Draft text

1 week prior

- Organize entry information
- Finalize text and entry form
- Complete entry package
- Mail/deliver entry

Improve Your Excellence in Landscape Awards Entries

Planning

- Prepare in advance.

Project Descriptions

- Anticipate longer times for writing descriptions.
- Consider utilizing a unique name for your project as it will be displayed (i.e. "No Place Like Home" or "Serenity Now").
- Identify constraints of the projects relating to owner's expectations and time.
- Fully explain your contribution to the project.
- Provide conclusion of results, and impact of your work on the project.

Photographs

- Use high quality photography in your entry.
- Use photography to clearly reflect the progression and professionalism of your work.
- Make sure the shots are staged.

- Don't hesitate to include people in the shots as long as those people are not identifiable or could tie the project to your company.
- Remove distractors including garden hoses, irrigation flags, debris, etc.
- We've compiled a list of photographers from previous awards projects. Please feel free to contact them if you need a photographer for your project.

Mike Crews Photography
Mike Crews
Office: (630) 305-9116
www.crewsphotography.com

Ron Capek Photography
Ron Capek
(630) 833-8396
capek777@comcast.net

Linda Oyama Bryan
(847) 251-0721
linda@lobphoto.com
www.lobphoto.com

Dulce Rodriguez
(708) 257-9456
Dulce@dmrfotos.com
www.dmrfotos.com

Michael Cabrera
mjc@mikecab.com

RA Hokanson Photography
Rolfe Hokanson
(844) 693-6867
rolfe@rolfephoto.com
www.rolfephoto.com

Entry Form Information

- Neatness and clarity count.
- Use accurate information and complete all required selections as indicated on checklist.

Acknowledgement/Acceptance

- The Excellence in Landscape Awards is an annual program.
- Begin thinking about the program and its benefits for your company, staff morale and future marketing.
- Have an active on-going awareness and desire to submit.
- Budget for staff time and expenses for preparation of entries.

Planning

- At the inception of the program assign an employee or committee to the project.
- Facilitate the process by scheduling meetings, response dates and deadlines.
- Understand the necessary requirements for submitting an awards package.
- Make certain the entry form is current.

Pre-Season

- Qualify projects which will be ready for entry this year.
- Identify new projects which can be considered for entry, possibly in a year or two.
- Prequalify potential entries with clients during design and bidding.

Pre-Construction

- Prepare a field notebook for each identified awards entry project.
- Have good quality photographs taken of all identified projects.
- Record before, during and after shots from similar angles to allow for comparative views.

Getting Started

- Assess identified projects, anticipating submittal deadline.

Early Season

- Fill out current (check deadline) entry forms for the projects you plan to submit.
- Write preliminary descriptions for review.
- Prepare and schedule timetable to complete each task required for entry submittal.

During Construction

- Record information pertaining to the client's requirements, design solution, and construction needs of identified entry projects.
- Have photographs taken of new and previously recorded views, showing scope of work.

On-Going Activities

- Concentrate on showcasing your work. Begin to finalize necessary requirements for the awards entry.

Mid-Season

- Proceed to select and secure photos, final drawings and records of projects to be entered.
- Enter and complete information for the current entry form.

Post-Construction

- Continue to photograph all identified projects in progress and collect and record project information in field notebooks.
- Ensure good photo opportunities for projects - consider how projects are being maintained.

Finishing Touches

- Review entry information and make adjustments for accuracy, impact and completeness.
- Focus on completing entries and on possible future entries.

Entry Submittal

- Complete and compile final entry package and fees.
- Double check form to ensure accuracy.
- Submit completed entry package by deadline of the early-bird savings.

Late-Season

- Continue to record impact of award entry projects.
- Review on-going projects for future entries.