Real-life Submissions - Format:

Up to 12 slides in Microsoft PowerPoint including two mandatory slides:
- **Executive Summary** - 100 words maximum
- **Winner's statement** - 40 words maximum, to be read out if you win

Charts must be on an **unbranded** template and **not include names** of individuals

Video clips of up to 5 minutes in total are permitted and are a great way to add impact to your entry:
e.g. A senior pharma VP describing how the research impacted the pharma company

Make sure you tell a compelling story...

- **Keep it simple and clear**
  - Use graphical 'tricks' to engage – colour, font, etc.
  - Avoid huge blocks of text or backgrounds which make text hard to read
  - Make sure your graphics are clearly labelled and easy to understand

- **Spell it out**
  - Assume judges have a *general* knowledge of market research / data analytics and healthcare. If you are dealing with an unusual methodology or rare disease, give more information
  - When using acronyms spell them out in full the first time
  - Check for spelling and grammar – errors create a poor impression

- **Share the love**
  - Include specific details as far as possible – if you hold back vital information it may make the project less compelling
  - Only a small group of judges will be reviewing your entry; they will treat it in the strictest confidence, and you can specify any companies that should not see your entry

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