



FORUM FOR EXPATRIATE MANAGEMENT

Guide to entering the FEM EMMA's

Getting started

Entering the EMMA's has never been easier, simply follow these step by step instructions to easily submit your entries.

1. Visit the dedicated event website for the region you would like to submit an EMMA's entry(ies) into:

[Americas](#)

[APAC](#)

[EMEA](#)

2. Either click the 'ENTER NOW' page in the banner or click on the 'CATEGORIES' tab on the menu
3. Read through the categories, selecting as many as you would like to enter by clicking the tick boxes on the right hand side. Then simply press the 'ENTER NOW' button at the bottom on the page.
4. This will then direct you to the login page (if you entered EMEA or APAC regions last year this is the same login) If not you can also register for the first time on this page. Once registered, you will receive an email, (Please check your junk or spam inboxes and allow up to 3 minutes for this to be received) Then just click on the link to validate your account. You will need to do this before you will be able to complete your entry(ies).

5. Once logged in you can enter by completing the online entry form and uploading any supporting material. Entries should be a maximum of 2,000 words which is broken down into a maximum of 500 words per question.
6. You will need to complete all the required fields before you can submit your entry.
7. To complete your entry, agree to the terms and conditions then click the 'COMPLETE' button at the bottom of the page. Alternatively, you can save your entry and login and complete at a later date. To submit you must move your saved entry to the 'BASKET' to then 'COMPLETE'

Location, location, location

Ensure your award entry is relevant to the region you are entering – if your submission relates to work carried out globally, do make sure you highlight projects that have been carried out from or into that region.

It's all in the detail

It might seem an obvious point, but before you begin writing make sure that you read the questions carefully. It might help to underline the key points and later, review your answers to ensure that you are addressing those specific issues.

Back up your claims with evidence. Get straight to the point and tell the judges what you have done and then explain why there was a need for it and finally, how this has benefited your organization or clients.

Keep the key criteria in mind

Along with an overall review of the submission as a whole, each entry is judged using a fairly complex system of scoring against the following criteria, so always keep these points in mind:

- **Innovation**
- **Strategy**
- **Results**
- **Impact of the work**

We recommend:

- Make a clear statement indicating why the individual, team or company should win the EMMA for the category, making clear the organisational benefits driven by the team/individual concerned.
- Make sure that your entry is not a sales pitch. The judges will mark the entry down or even refuse to assess it.
- Give examples of how the team/individual has impacted the overall business priorities of their employers or clients, any benefits to the assignees and any obstacles overcome, providing clear demonstrable results.
- Show clear evidence of any innovations, effective deployment of resources or improvement in cost management.
- Explain the longer term impact, lessons learned and how any improved methods have been introduced to other parts of the business or other clients.

Make your achievements stand out

Remember that the judges will be reading a tremendous amount of material and although they are extremely dedicated and will read everything carefully, if you can make it easier for them to see the pertinent information quickly and easily, it can only be to your benefit.

Some Rules:

GUIDELINES FOR ENTRY

- In order for your entry to be considered, please adhere to the following general guidelines for entry:
- All submissions must be made online and take the format requested

- In all cases, the judges are looking for concise submissions and your entry should cover as many of the listed criteria as possible
- Each entry should relate to recent work (can include up to 5 years)
- Please keep the total word count of your entry to 2,000 words
- Please ensure any supporting materials adhere to the guidelines below
- Please ensure your entry is relevant to the region into which you are entering – if your submission relates to work carried out globally, you must highlight projects in the specific region

Please note: In the event that your entry is shortlisted, all entry form details e.g. Entry title as completed in the online entry process will be used on Awards collateral (e.g. Website, Awards graphics, Awards Supplement, and in the event that your entry wins, on the trophy). Copy will adhere to the publication's house style.

SUPPORTING DOCUMENTATION

- You are required to supply up to 4 supporting documents for this category, to be provided in low-resolution format and uploaded online.
- Supporting documents can include:
- Client feedback/case studies
- Testimonials (marketing pitches will result in disqualification)
- Demos or screenshots of technology
- Summaries of research
- Demonstrable metrics