

## Workshop - winning and leveraging awards

Participation (and wins) in awards and competitions is a great springboard to promote your firm's brand, highlight what differentiates your firm, and ultimately bolster your competitive advantage.

As well as being 'nice to have' for their own sake, selectively pursuing relevant professional and industry based awards presents an opportunity to distinguish your firm with current and potential clients. Julian Midwinter & Associates can equip your team with skills to select, win, and leverage the right awards to make your firm more successful !

During a two hour workshop tailored for you firm we will help your team with practical tips and techniques to:

- analyse award opportunities
- decide where to invest your firm's resources for best results
- write award submissions which resonate
- achieve maximum value from your submissions
- leverage optimum benefits from award wins and shortlistings
- devise award strategies to suit your market and budget.

Our interactive and dynamic session will work through important skills and understanding across topics including:

- why bid for awards
- identifying the awards will make the most impact with your clients and referral sources
- showing you how to demonstrate your expertise and achievements in your submission
- effective ways to improve your submissions and create impact
- streamlining awards processes to maximise use of available resources
- what to do after a win to make the most of your award and advance your business objectives
- how to follow-up and position your firm for next year.

If you want a high win rate to improve your awards submissions and leverage your successes, call us on +612 9968 4168 or email [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au).

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