

Entry checklist

The following checklist is a simple guide to what you will need to include in your entry.

Entry statement

The guide word limit for the Entry Statement is 500 words.

This should explain why you, your team or your nominated person should be considered for the relevant award and provide a summary of their contribution to the oncology project, initiative or programme they have been involved in. In the case of media, please demonstrate the importance of your reporting.

Your statement should provide the following information (exception Excellence in Cancer Reporting and Lifetime Achievement Award):

- **Situation.** Briefly provide the background to the project and rationale for the entry. From this the judges should be able to understand why there was a need for the initiative to be undertaken.
- **Objectives.** Explain what you hoped to achieve with the project. This will help the judges determine whether you were successful.
- **Actions and implementation.** Please outline what you did to achieve your objectives. The judges will be looking for a clear rationale for your method.
- **Results.** Describe the outcome/s of the project. In particular, judges will check whether objectives were met.
- **Evaluation.** Let us know how you measured the success of your project.
- **Innovation.** Explain what makes your initiative innovative or pioneering, and describe the impact of your initiative relative to the resources you used.

For **Excellence in Cancer Reporting**, the entry statement allows you to address any points you would like to highlight to the judges concerning your article/s/broadcasts. Judges will be looking for reporting that has been thoroughly researched, is well written and engaging, and incorporates effective use of relevant interviews.

For the **Lifetime Achievement Award**, you will need to provide a statement supporting your nomination, highlighting the nominee's professional achievements in their research and clinical practice, the specific organisations with which they have worked and the significant strides they have taken to ensure world-class cancer care for patients

Executive summary

300 words maximum

Provide a short summary of your full entry. This may be reproduced by the Awards organisers in the winners' booklet if your entry is short-listed, or within other materials produced by the Awards organisers to promote the awards e.g. press materials.

Supporting materials

Core assessment of your initiative will be based on this entry form. However, you are permitted to support your entry with relevant programme materials, which judges may refer to in the judging process. Please be aware that judges will be reviewing many entries and therefore we recommend limiting the volume and number of supporting materials sent.

Supporting materials could include: CD-ROMs, DVDs, pamphlets, journal articles, evaluation documentation etc.

For the **Excellence in Cancer Reporting**, your supporting statement should include copies of your articles/broadcasts which may be submitted electronically.

Supporting documents may be submitted electronically as part of this online entry process, while physical materials (e.g. DVD) can be mailed, together with a copy of your entry form, to: 2011 Excellence in Oncology Awards, c/o Reynolds-MacKenzie, Amadeus House, Floral Street, London, WC2E 9DP.

Referee statement

200 words maximum

This will be a signed statement from your manager or supervisor to support your entry (the **Lifetime Achievement Award** is an exception). The statement should outline how the project contributed to the objectives of the organisation. In the case of the **Excellence in Cancer Reporting**, the statement should explain how the article supports medical or consumer awareness of cancer and why the story was important to the media outlet and its audience.

Confidentiality

Your confidentiality and privacy are taken very seriously. Your entry will be treated with the utmost sensitivity and in complete confidence. Following the Awards presentation, submitted materials can be returned to you or destroyed on request.