

TIPS FOR SUCCESSFUL SUBMISSIONS FOR 2008

- The aim of a submission is to explain to our researchers the role played by your firm and your lawyers in the project described. It is not enough simply to describe the project.
- Each innovation is scored against three key criteria;
 - Originality
 - Rationale
 - Impact

The submission should detail how the innovation fulfils each of these criteria. This explanation should be brief, focused and specific.
- Clarity and accuracy of language are crucial. Jargon and unnecessary technical detail should be avoided. You may be an expert in the area described but the RSG researchers, although highly experienced, are not.
- It is not worth sending in an innovation that has been submitted before UNLESS it has developed significantly since the original submission and this can be clearly demonstrated.
- Good referees count for a lot. Our researchers sometimes have difficulty getting hold of referees so it is always worth giving two or three names if possible. Make sure they are aware of the research and will accept our call.
- Finally, play by the rules: submit a maximum of three entries per category and stay within the word limit for each. Excess submissions will be discarded; the first three by alphabetical order (of the name of the innovation) will be researched.