Joe Berry Award 2022

Entry – JBA-22-000

**Topic # Question #**

**This section is removed by the organizers before essays are sent to anonymous judging.**

Name:

Topic Chosen:

 Home Address: *(We need this so we can find you outside your current workplace. Confidentiality and privacy is assured)*

Employer:

Company Email Address:

Personal Email Address: *(In case you move to a new role)*

Mobile Number:

Years Employed in Retail:

Word Count; (2000 max)

*By submitting this essay, I declare that this is my own work and my own opinions on the topic.*

**NOTE: Use this template for your essay – makes compliance easier!**

*The rules to use:*

* *Arial – 12-font with Spacing @ 1.15,*
* *Word Referencing Tab ab1 insert footnotes format*
* *Maximum word count* ***2000****. Left-click the word-count number at the bottom your page and un-click the box - ‘Include textboxes, footnotes’ etc.*
* *Adjust the header to suit your topic and number.*

**Essay Sections Guide –** *(you can vary your work sections from this template guide)*

**SECTION ONE**

 **Executive Summary & Introduction: (**around 1-page – 250 words)

* In this space write paragraphs that outline your essay and lead the reader into your research and debate, capturing their interest in what you have to say.
* Make some statements of fact from your research and pose a question on why the reader should take in your advice.
* Add your opinion on what your writing on this topic means to the industry’s future and progress.

**SECTION TWO**

**Body:** (around 7-pages – 1400 words plus your graphics)

* Formulate your flow of information and keep to the point.
* Avoid wandering arguments and disruptions to your information path.
* Keep your sentences shorter and use punchy grammar – this keeps the reader interested.
* Put your opinion in clear view. Judges want to know what you think, not just what you have researched!
* Be prepared to jolt the reader with new information or connected topic issues.
* Make sure your graphics are connected to the paragraphs concerned.
* Remember to include your references as footers[[1]](#footnote-1).

**SECTION THREE**

**Conclusion:** (around 0.5 to 1-page – 200 words)

* Make sure you are tying up your argument with a valid ending.
* Make predictions that may challenge your readers perception of the topic.
* Write the conclusion as if you have convinced the reader that you are reliable and passionate about the industry.

Tip – Keep to the rules shown above and in your Entry Kit. Remember that the essay reader has not done the research that you have and they want to hear about what is new and what other people are thinking on this topic.

1. This is an example of your footer referencing [↑](#footnote-ref-1)