

Supporting Evidence Guidelines



How to submit evidence:

- Either the nominator or the nominee can submit evidence.
- Evidence must be emailed to viki@pharmacomm.co.uk by the submission deadline.

If you're nominating someone else:

- You must inform the nominee that they have been nominated.
- Encourage them to submit any relevant supporting evidence.
- The PCPA Awards team will **not** contact nominees to request evidence.

Why submit evidence?

- While not mandatory, supporting evidence is strongly encouraged.
- It helps judges better understand the achievements, impact, and outcomes described in the nomination.

Evidence must be:

- Factual and objective.
- Directly relevant to the nomination.
- Work that was undertaken or published on or after 1 April 2025.

Accepted evidence:

- Published materials (e.g. journal articles, reports, guidance, webpages).
- Posters.
- Data presentations (summarised and interpreted data that is explained and referenced in the nomination; not raw datasets).

Evidence that will not be accepted:

- Photographs.
- Testimonials or letters of support.
- Emails.
- Anything that is opinion-based or cannot be objectively verified.

Good practice - for each piece of evidence:

- Clearly label it.
- Refer to it within the nomination (e.g. "See Supporting Evidence 2").
- Ensure it directly supports a specific claim (such as improved patient outcomes, service impact, education delivered, or innovation).
- Keep it concise and easy for judges to review.