



# Top Tips for VE Success

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# Top Tip #1 – Treat it like an exam

Do your homework properly

Read the exam questions carefully

Answer the question you've been asked

Prepare an “essay plan” for each response

Gather all of the evidence and make it easy for VE to award you marks

Allow plenty of time for revision(s)

Prepare for the Invigilators!

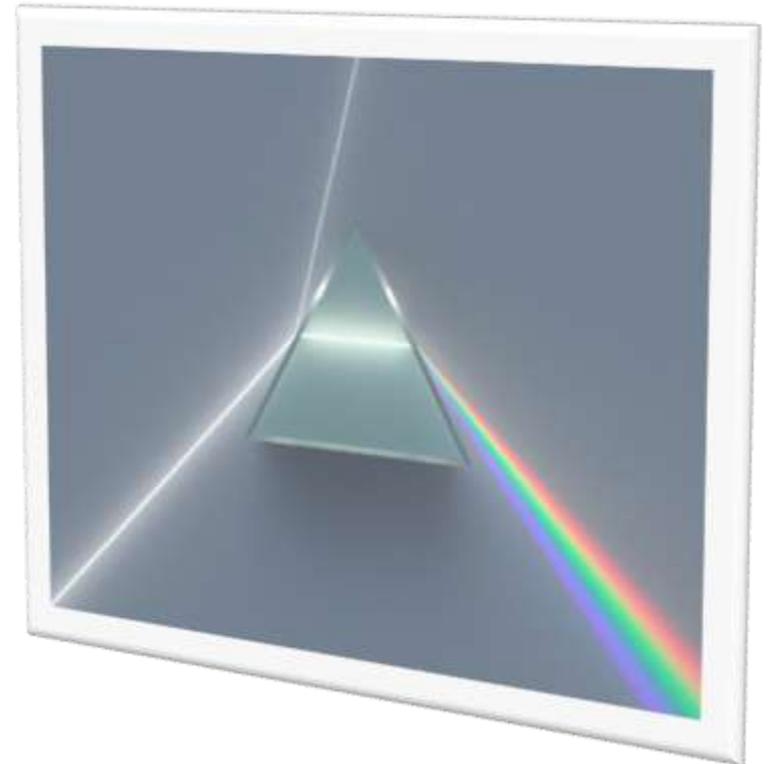


# Top Tip #2 – Answer the question

*“Please explain your figures, and describe how your establishment is contributing towards the region being a vibrant and welcoming visitor destination throughout 12 months of the year”*

Go back to to your County entry-form for tips on things to cover

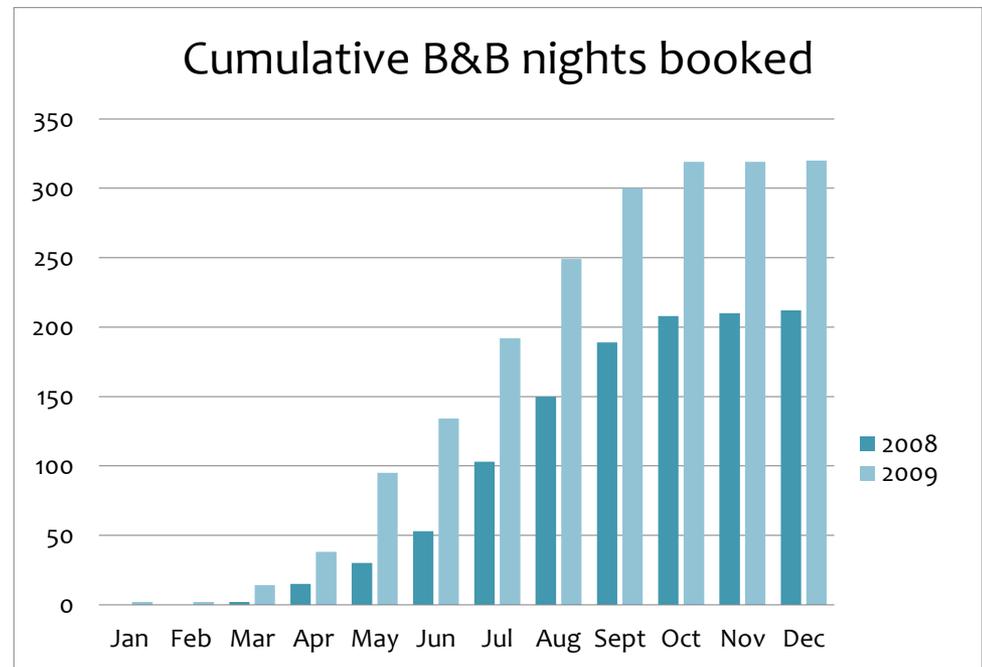
But DON'T simply cut and paste the words from your previous entry



# Top Tip #3 – Images often convey the message better

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# Top Tip #4 : Active not passive

Passive	Active
There is a considerable range of expertise demonstrated by the surfboard instructors	Our surfboard instructors are experts
The proposed hotel expansion plan was strongly opposed by the Council	The Council opposed our hotel expansion plan
It was decided to monitor customer satisfaction three years ago and a 25% improvement has been observed	We have achieved a 25% improvement in customer satisfaction over the past three years

# Top Tip #5: Be inclusive

Use your entire team to ensure you understand what your customers value

Share your draft response with a few friendly customers

Make sure that each sentence passes the “So What” test

Ask everyone to answer the following question:

**What sets us apart from the rest?**

