

Teams

Make your Contract	 Play as safe as possible to make your contract and don't play for overtricks! Overtricks are not as important as in match points where they are everything. Know your bidding system
Stretch to bid a game	 If vulnerable, 40% games should be bid, such as 3NT with 24 points If not vulnerable, 50%. You'll pick up ten IMPs for a vulnerable game when the field didn't bid (+620 – 170 = +450 = +10 IMPs), whereas you lose only six if you fail in a game they didn't bid (-100 -140 = -240 = -6 IMPs) Go for it
Don't double their part scores	 Unless you can see them down two in your own hand! And this means you have a fistful of trump tricks. Don't count on your partner for tricks Or double strictly on high-card points
Your competitive bidding should be more constructive than at match points	 Don't make wild, pre-emptive bids just because you have 6+ cards in one suit Don't go down for telephone numbers! You know, those numbers with lots of digits in them! So, know scores for DOUBLED undertricks and making Games or Slams For example, going off 2 vulnerable against a non-vulnerable game costs 500 points. Not good if opponents make 400 or 420 Worse if you go off more! 800 for 3 tricks down 1100 for 4 tricks down Etc
Play your safest contract	 If you have a better fit in a minor, play that, especially if it is part score Make whatever you bid. +110 is only one IMP worse than +140 This also applies to games and slams
Don't stretch to bid slams	 Bid only slams that are at least 75%. For example 33-36 HCP plus a good picture of partner's hand for a Small Slam Ask yourself, is my opponent going to bid and make the slam?
Don't make a risky bid or play because you think you are down in a match	You never can tell what's happening at the other table
Don't make a confusing bid	 One that partner may pass (you thought it was forcing) or One that shows extra values that you don't have
Take out insurance	 There are sometimes wild hands with lots of distribution, doubles fits and long suits. where both sides can make game. It is usually right to bid one more, as it's hard to tell if they are going down Take a leaf out of Ishmael DelMonte, "With 6:4 bid more!"
Take a chance to beat	. Sometimes you give up an overtrick (only - 1 IMP), but If your bold play beats it,
a contract	you are well ahead!
Remember	 If a hand's hard for you, it's hard for everyone else This guiding principle will help you on several of the points already listed.