

# World Lash University



## Business Awards Recognising excellence

The prestigious World Lash University Awards are dedicated to acknowledging those who make a real difference to the lash industry and those who work hard to be the best that they can be.

### Why enter the World Lash University Business Awards?

Winning is an amazing accolade and achievement for your business. It can set you apart from others, raising your profile and opening the door to new business.

### Some helpful guidance . . .

- Please check that you meet the Award criteria before entering.
- Read the questions carefully. Answer the question and not the one you want it to be!
- Judges will read many entries. Make yours easy to read that's jargon free with no spelling or grammatical issues. Double check your work. Invite someone you trust to proof-read it to check that you have answered the questions.
- Always stick to the word count and never exceed it as your entry will be disqualified.
- Be honest. This will prevent embarrassment or harm to your reputation should an issue arise.
- Judges want results and not 'hollow' statements. Saying that you deliver excellent customer service is a hollow statement. You need to support any claim with facts and this could include testimonials, statistics and relevant awards or media coverage.

### Best Lash Academy

We are looking for the best Lash Academy. An Academy that knows their students' needs and provides great training and even greater customer service. An Academy that is forward thinking and know what they are striving to achieve and how that will be accomplished.

To make the shortlist in this category, please answer the following questions

- Tell us how your business structured and why? (Sole Trader, Partnership, Company and max 50 words)
- How many trainers do you have and are they on your payroll or offering your training on a self-employed basis? (20 words)
- How many students do you teach a month on average?
- Describe how you are continuing to develop your professional skills and knowledge and that of your trainers (150 words)
- Describe how you support your students, before, during and after their training with your academy (150 words)
- Describe your Academy's key achievements over the last year (150 words)
- Describe the single biggest challenge that your Academy will face in the coming year and how you will address that (200 words)
- What sets you apart from other Lash Training Academy's - why do you deserve to be the Best Lash Academy of the Year? (150 words)

Please include:

- 100 word biography for your business for marketing purposes
- Photograph of your Academy
- Photograph of you and /or your team

## **Best Lash Trainer of the Year**

We are looking for the best Lash Extension Educator. An Educator who knows their students' needs and provides great training and even greater customer service. A trainer whose courses are always up to date in this fast paced industry and knows what they are striving to achieve and how that will be accomplished.

To make the shortlist in this category, please submit your CV and answer the following questions

- Tell us how your business is structured and why? (Sole Trader, Partnership, Company and max 50 words)
- How long you have been a trainer?
- Do you offer your own training materials or are you part of a company and why? (max 100 words)
- Describe how you are continuing to develop your professional skills and knowledge (150 words)
- Describe how you support your students, before, during and after their training (150 words)
- Describe how you deliver training excellence and do you know that this is the case (150 words)
- Describe the single biggest challenge that you will face in the coming year (150 words)
- Describe what's unique about you as an educator (150 words)
- Why do you deserve to be the Best Lash Educator of the Year? (150 words)

Please include:

- 100 word biography for your business for marketing purposes
- Photograph of you (head and shoulders)

## **Best Achievement over Adversity**

We are looking to recognise and celebrate the achievements of a Lash Stylist who has succeeded - despite hardship, adversity and challenge. This could relate to their health, finances, family or relationship circumstances. Despite it all, this Lash Artist has demonstrated a resilient, selfless, disciplined commitment and inner drive to succeed and rise to be the best that they can be.

- Tell us a bit about yourself and your business (100 words)
- Describe the personal hardship, adversity or challenges that you have faced and how you have overcome them (250 words)
- What has kept you going through those times of adversity? (100 words)
- What did you learn from those challenges? (150 words)
- Describe how you are helping others as a result of your experience (150 words)
- Why do you feel you should win this award? (100 words)

Please include:

- 100 word biography for your business for marketing purposes
- Photograph of you (head and shoulders)

## **Business Person of the Year**

We are looking for the business person whose vision, initiative and leadership has helped them to become an amazing Business person who's worthy of this prestigious Award.

- Tell us about you and your business, include how you started and an overview of the products and/or services that you offer and how many employees if you have any (300 words)
- What makes your business remarkable and therefore different from the others? (150 words)

- Describe the single biggest challenge that you have faced in the coming year and how you overcame it (150 words)
- Describe how you have grown your business and why that's exceptional, considering the size of your business (150 words)
- Of your achievements in business, what are you most proud of and why? (100 words)
- Why do you feel you should win this award? (100 words)

Please include:

- 100 word biography for your business for marketing purposes
- Photograph of you (head and shoulders)

## **Lash Artist of the year**

Our World Lash University Lash Artist of the Year will be awarded to the competitor who receives the most points from one entry following the judge's criteria.

Each judge can award a maximum of 100 points. The top scores from 3 judges will be added together.

For this award only, each judge can award 10 bonus points to 3 separate entries that they judge, based on something they loved about the work.

Our Lash Artist of the Year may be from any nomination (e.g. Classic, Volume or Mega Volume) and level of experience (e.g. beginner or Advanced).