

World Lash University



Business Awards Terms and Conditions

World Lash University is a Day Conference with Evening Awards, Dinner and Gala. Class of 2021 is being held on Sunday 16th May 2021 at The Belfry, Birmingham, U.K.

Part of this amazing event includes the chance to take part in our online competition – whether you are attending or not.

Terms and conditions

By entering the World Lash University Awards, it is assumed that you have read and understood these terms and conditions of entry.

A small admission fee is payable for each award entry. This is a one off fixed fee to cover administration costs. This is paid online through our website and you will receive an e-receipt as proof of purchase.

Entries

- Competition fees paid cannot be refunded, even where the participant has not completed or submitted their entry in time.
- It is the participant's responsibility to ensure that their entry is sent to info@worldlashuniversity.com by midnight (BST) on Sunday 11th April 2021.
- Due to the virtual judging team process, late entries cannot be accepted.
- Competition fees are non-transferable.
- World Lash University reserves the right to refuse any entry deemed inappropriate and these will not warrant a refund.

Eligibility and Opportunity

- These awards are open to any salon who provide lash extension services by certified personnel.
- This is a global event and eligible artists can enter worldwide.
- Multiple entries for one award is NOT permitted. You may enter any number of different award categories BUT only once.
- The application must be submitted by the applicant and not by a third party. This is to ensure compliance with GDPR.
- All entries MUST be submitted online using the prescribed forms.
- All questions MUST be answered. Unanswered questions earn 0 points.
- DO NOT exceed the word count as stated for each question as points will be deducted. If you have exceeded it by 10% or more, your entry WILL be disqualified. This will not warrant a refund.
- Where the question asks for evidence, it should be provided or points will be deducted.
- World Lash University does not accept responsibility for any lost, late or mislaid entry or entries. They reserve the right to deem any entry or entries invalid where they are illegible, incomplete or does not comply with these terms and conditions.
- Entries must be in English language.
- If you have any queries regarding eligibility, please contact the organisers at info@worldlashuniversity.com who can assist.

Business Award Categories

Best Salon

We are looking for the Best Salon. Best Salon's know their clients' needs and work as a highly motivated team to provide great treatments and customer service. A highly trained salon team who are forward thinking and know what they are still striving to achieve and how that will be accomplished.

Best Trainer

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.

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.

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.

Judging

- Judges will use a 1-10 scoring system with 10 being the highest score for each criteria (questions you are invited to answer).
- Each judges score is based on their objective view of the evidence or response provided to each question.
- Judging is based purely on the Judging Panel, and not a panel of peers through a public vote. We believe that public votes are exceptionally bias and fair more as a popularity competition rather than an objective assessment of evidence presented by the interested party to support their claim for the award.
- Judges' decisions are final. They are NOT subject to debate. No appeals will be accepted.

Winners

- There will only be one winner.
- In any given award category, if the top scoring entrant has not achieved at least 50% of the available marks, there will be no winners declared for that entry. This is to ensure that the integrity of these awards is preserved.
- The winners will be announced during World Lash University's evening award ceremony that follows their annual conference. Winners will receive a certificate and an appropriate trophy and prizes donated by our sponsors.
- Conference ticket holders are automatically invited to the event and receive 1 free entry to 1 award category of their choice.

- If you have entered an award but have no ticket to the event, you may watch the winning announcements streamed live through World Lash University's social media.
- Certificates, trophy and prizes will be posted to those who are not present within 2 weeks.
- World Lash University reserves the right to publish the results of the competition and use winning entries through any media channel.

Winners and Participants rewards

- Winners will receive
 - ✓ A trophy
 - ✓ A certificate stating their winning award
 - ✓ An e-sticker to promote their success
 - ✓ Prizes kindly donated by our generous Sponsors
 - ✓ Recognition through our promotion channels, e.g. Website and Social Media
- Participants will receive
 - ✓ A certificate stating their winning award
 - ✓ An e-sticker to promote their success
 - ✓ Recognition through our promotion channels, e.g. Website and Social Media

How to Take Part:

If you wish to attend the event and take part in the awards

Please buy your event ticket from our website. If you would like to take part in more nominations, simply add them to your basket.

If you wish to take part in the competition but not attend the event

Buy your Business Award entry tickets from our website and submit your application using our prescribed forms on our website

Changes to these terms

We may revise these terms of use at any time by amending this document. You are advised to check this document and note any changes made as they are binding.

Good luck everyone ♥

Julie, Katie and Zoe



www.worldlashuniversity.com