

World Lash University



Online Competition 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, near Birmingham, U.K.

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

Please study these Terms and Conditions carefully

Entries

- 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.
- Late entries will not be accepted.
- Competition fees paid cannot be refunded, even when the participant has not completed or submitted their entry in time.
- All submissions for one entry **must be submitted in ONE email**.
- Where files are too large to send in one email, **please use the free service offered by We Transfer** at www.wetransfer.com. Once they have been downloaded, you automatically receive a confirmation email receipt from We Transfer. Please do not use Drop Box.
- Competition fees are non-transferable.
- Your entry or entries must be created for this competition only.
- Your entry or entries must not be published in any way before the evening Awards Gala on Sunday 16th May 2021 or they WILL be disqualified.
- Your entry or entries must be your own work, including the photography.

Eligibility and Opportunity

- World Lash University Online Competition is only open to certified Lash Artists.
- Lash Artists will be required to submit a copy of their 1st lash extension qualifying certificate.
- Multiple entries for each nomination is permitted.
- Each nomination will have a 1st, 2nd, 3rd place winner, or joint winners if tied.
- Each nomination will have 3 levels of entry that takes their experience and proven ability into account.
- It's the participant's responsibility to enter the correct level within the nomination or their entry or entries may be disqualified. This also applies after being awarded the 1st, 2nd or 3rd position. Awards, Certificates and Prizes will be reclaimed and the podium positions adjusted accordingly.
- If you are unsure of your category, email the organisers for a final decision at info@worldlashuniversity.com

Entry Levels

- **Beginner** Up to 2 years' experience from the date of 1st Lash Extension Certification
- **Advanced** Over 2 years' experience from 1st certification
- **Expert** Anyone who is certificated and has placed 1st, 2nd or 3rd in ANY Online or Live Lash Extension Competition.

Note for Trainers: For fairness, trainers can enter the category that befits their experience or proven capability, rather than one assigned due to their role.

Models

- All models must be at least 18 years of age.
- All work performed on any model must be safe and clean.
- World Lash University reserve the right to use the images in all their promotional material. This includes their Website, Social Media and copy materials to promote the Event, Competition and Winners.
- It is the participant's responsibility to ensure that they comply with local legislation or regulations pertaining to confidentiality and data protection to protect the interests of their models.

Note: in the U.K., we are bound by the provisions of the General Duty Protection Regulation (GDPR) concerning data protection. An image that may identify someone is classed as Personal Data. This is why participants are asked to ensure that their models provide signed consent for disclosure that they should retain in line with their local rules concerning such.

Judging

- In the interests of fairness, the organisers strictly arrange the judging process so it is scored 'blind'. They will not be permitted to know who the Lash Artist is.
- Judges use a 1-10 scoring system with 10 being the highest score. They will be based on strict judging criteria. You are invited to study this in depth.
- Judges will be invited to offer comments by way of feedback for participants.
- Judges will be given the option to offer their award to their favourite work.
- Judges' decisions are final. They will not be subject to debate.
- Score sheets will be emailed to participants on their given email address.

Receiving and using Feedback

- Entrants will see each judge's score for each element under assessment. As an entrant, you may or may not agree with their assessment.
- We invite entrants to remember that our judges will see things that they don't. This is a subjective process based on their skills, experience and expertise. This is why they have been specially selected for our judging panel. Their decisions are final.
- Every entry is anonymised so that each judge is unaware of the artist. This reduces any opportunity for bias and why we insist that your work is
 1. Created for our competition only
 2. Not published/shared in any way before the winners are announced
 3. Nothing in your photographs will identify you

- Receiving feedback is a powerful learning tool **IF** it's embraced in the spirit in which it's fully intended. Entrants with a growth mind-set tend to use feedback to help them to learn and grow. They're on a journey of continuous improvement and progress. They appreciate that progress is measurable and more achievable than any subjective interpretation of 'perfection'.
- Artists who strive for perfection and believe that they 'know best', undoubtedly have a fixed mind-set that tends to make them less receptive to constructive feedback. For many, it will hold their development and progression back.
- Please take a moment to consider your mind-set. If you struggle to receive constructive feedback, consider why that may be and if entering a lash competition is the best thing for you right now.
- We invite all participants to professionally reflect on their feedback and embrace the opportunity of having a team of respected judges professionally assessing their work. Together, we're all about learning, growing and progressing.

Photographs

The following rules **must be strictly followed**. If not, this may result in disqualification and that will not form the entitlement to a refund of the entry fee.

- The photography **MUST** be your own work
- Images can **NOT** be edited in any way
- Images can **NOT** be watermarked in any way
- Images can **NOT** have anything that may identify the artist, e.g. artist in the image or their certificates in the background
- All images **MUST** be of high resolution
- All images **MUST** be single images. No collages.
- **STRICTLY 4** (four) images per entry. It's recommended that you submit:

Before treatment

1. Close up photograph of **BOTH** eyes taken from your lashing position behind their head. Place light coloured eye pads/tape to protect the lower lashes so the judges can see what you had to work with

After treatment

2. Full face photograph should be taken whilst facing your model so the judges can assess your choice of styling, symmetry, evenness and coverage
3. Close up photograph of both eyes so the judges can assess direction, evenness, coverage, clean work, corners and fans for volume entries
4. Super close up photograph of the lash line of one eye, open, looking up so the judges can assess clean work, distance from the eyelid, distance from the brow, the line of your lash sweep and how you have worked through the layers

Important Note:

Your overall score **WILL** be affected if you don't help the judges to judge your work.

Winners and Participants Rewards

- Winners will receive
 - ✓ A trophy for 1st, 2nd and 3rd places
 - ✓ A certificate stating their winning position
 - ✓ An e-sticker stating their winning position to promote their success
 - ✓ Prizes kindly donated by our generous Sponsors
 - ✓ Recognition through our promotion channels, e.g. Website and Social Media
- All participants will receive an e-certificate of participation

Lash Artist of the Year Award

Our World Lash University Lash Artist of the Year will be awarded to the competitor who receives the most points from **one entry** as follows:

- Each judge can award a maximum of 100 points.
- Each judge can award 10 bonus points to 3 separate entries based on something they loved about the work.

The top scores from 3 judges will be added together to decide the winner.

Our Lash Artist of the Year may be from any nomination and level of experience.

Participants may enter all the nominations and as many times as they wish to be with the best chance of claiming this award.

How to Take Part

If you wish to take part in the competition and attend the World Lash University Day Conference and Evening Awards Gala

Buy your event ticket from our website.

Ticket holders receive one free entry to any category.

If you would like to take part in more nominations, simply add them to your basket.

Buy now at www.worldlashuniversity.com/tickets

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

Buy your competition entry tickets from our website.

Buy online at www.worldlashuniversity.com/competition

Submissions

Entries must be received before midnight on **Sunday 11th April 2021 and include:**

1. Copy of your receipt as proof of payment.
2. Confirm the nominations and categories you are competing in.
For example, Classic nomination at Beginner level. Ask us if you are unsure.
3. A scanned copy of your first Lash Extension Certificate.
4. Confirm your Name for any certificates
5. Confirm the Address where any winning trophies and goodies are to be sent.
6. Your entry. Please follow the judging criteria and guidance.

This **MUST** be in **ONE** email to info@worldlashuniversity.com If your submission is too big to send in one email, please use We Transfer's free service at www.wetransfer.com

Good luck everyone ♥

Julie, Katie and Zoe



www.worldlashuniversity.com