

World Lash University

Business Awards Terms and Conditions



World Lash University is an educational, motivational and inspirational **Day Conference with workshops** followed by an **Evening Awards ceremony and Gala Dinner**.

Class of 2022 is being held on **Sunday 15th May 2022** at the Hilton Birmingham Metropole, National Exhibition Centre, Birmingham, B40 1P. United Kingdom. Part of our amazing event includes the chance to take part in our Business Awards. Entrants do not need to attend our event to take part.

Business Awards Terms and Conditions of Entry

By entering the World Lash University Business Awards, it is assumed that you have **read and understood** these **Terms and Conditions** of entry. These terms may be revised at any time and entrants are advised to check this document and note any changes made as they are binding.

Entries

- Please check that you meet the criteria of the Award **before** entering.
- 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.
- Entry fees are **non-transferable**.
- Entry fees paid are **non-refundable**.
- It is the participant's **responsibility** to ensure that their entry is submitted before the deadline. Late entries will not be accepted. No exceptions will be made.
- Upon payment, you will **receive** your relevant Business Awards **Entry Form**.
- Your entry is to be **submitted online**, using the Entry Form only.
- It is the participant's **responsibility** to ensure that their completed entry is sent to info@worldlashuniversity.com by **11.59pm (GMT) on Sunday 10th March 2022**.
- World Lash University will **not accept responsibility** for any lost, late or mislaid entry or entries.
- Entrants will receive an email within **5 working days** to acknowledge the safe receipt of their entry.
- **Finalists** will be notified by email once the judging is complete, week commencing 18th April 2022.

- **Winners** will be announced live on stage at our Awards ceremony on Sunday 15th May 2022.
- **Finalists who do not hold a ticket to the event** will be invited to attend the evening awards ceremony for a fee. If the winner is not able to attend the ceremony, their trophy, certificate and prizes will be posted to them within 3 days of the event.
- World Lash University **reserves the right to refuse or deem any entry invalid** where they are considered to be **illegible, inappropriate, incomplete or do not comply with these Terms and Conditions**. This will not warrant a refund.

Eligibility and Opportunity

These awards are open to any:

- Qualified (certified) Lash Artist.
 - Salons that provide lash extension services by certified personnel as relevant to the Award criteria
 - Training Academies who provide accredited lash extension courses as relevant to the Award criteria
 - This is a global event and eligible artists can enter worldwide.
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- Strictly **one** submission **per person, salon or trainer** in **each Award** category.
 - The application must be **submitted by the applicant**, not by a third party. This is to ensure compliance with GDPR.
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- All questions **should** be answered. Unanswered questions earn 0 points.
 - Do not **exceed** the **word count** as stated for each question as:
 - Points will be **deducted** if it exceeds by no more than 10%
 - Entry will be **disqualified** if it exceeds 10%. This will not warrant a refund.
 - Where questions ask for **evidence**, it should be provided or points will be lost.
 - Be **honest**. This will prevent embarrassment should an issue arise.
 - Entries must be completed in **English** language.

If you have any queries regarding eligibility, please contact the organisers at info@worldlashuniversity.com who can assist.

There will be one winner for each award



WLU Business Award Categories

Salon of the Year 2022

We are looking for the best Salon whose highly motivated team work together and tirelessly to provide great treatments and customer service. A highly trained team who are forward thinking and know what they are striving to achieve and how that will be accomplished.

Trainer of the Year 2022

We are looking for the best Lash (Extension) Trainer. A Trainer who knows their students' needs and provides great training and customer service. 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.

Achievement over Adversity Award 2022

We want to recognise and celebrate the achievements of a Lash Artist who has succeeded – despite hardship, adversity and challenge. This could relate to their health, finances, family or relationships. 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.

Best use of Social Media Award 2022

We are looking for the Lash Stylist or Salon who make the best use of Social Media to support their business. They offer engaging content that is balanced between informative and promotional and have a relevant following and fan base. Despite being a busy Lash Stylist, they manage their own Social Media accounts rather than outsourcing to someone to manage on their behalf.

Best Leader Award 2022

We are looking for the best leader who continually strives to better themselves and support the ongoing development and cohesion of their team. They work to recognise, make and take self-improvement opportunities to be the best that they can be and therefore worthy of this prestigious Award.

Business Person of the Year Award 2022

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 (question).
- Each score awarded by our judges is based on their objective view of the evidence or response provided to each criteria question.
- Judges' decisions are final. They are NOT subject to debate.
- No appeals will be accepted.

World Lash University believes in fairness.

Award Entrants are not asked to beg for votes in order to win. Winning is based solely on the evidence on your entry to support your claim for the award that is objectively assessed by a credible Judging Panel. This is not a panel of peers through a biased public vote that entrenches a 'popularity contest' concept. We do not run such contests to determine our winners.

Finalists

- All entries will be judged to determine our Finalists. The top 5 finalists will be announced. One of our Finalists will be later announced as the Awards winner.
- Finalists must receive at least 50% of the available marks during this process.
- Finalists receive
 - ✓ a named e-Certificate
 - ✓ Finalist e-badge that can be used for their marketing materials, Website and Social Media.

Use #worldlashuniversity #wluawards and we'll share your posts where possible.

Winners

- There will be one winner for each Award category.
- In any given award category, if the top scoring entry has not achieved at least 50% of the available marks, there will be no winners declared for that Award. This is to ensure that the integrity of these awards are preserved.
- Winners will receive
 - ✓ Winners Trophy
 - ✓ Prize from our Sponsors
 - ✓ Named Certificate
 - ✓ E-badge to promote success
 - ✓ Recognition through our media channels, e.g. Website and Social Media
- Trophies, Certificates and prizes will be posted to winners within 3 days.
- World Lash University reserves the right to publish the outcome of the Awards through any media channel.

To Enter

- Anyone in the Lash (Extension) Industry (worldwide) can enter.
- You do not have to attend our WLU event on the 15th May 2022 to take part.
- Simply purchase your Business Award Entry or Entries from the options below and you will receive your application form by return.
- Send completed applications to info@worldlashuniversity.com by 23.59pm (GMT) on Sunday 20th May 2022.
- All entries must be using the prescribed forms only.
- Late entries will be disqualified.
- Please check that you meet the criteria of the Award before entering.

Good luck everyone ♥

Julie and Katie



www.worldlashuniversity.com