**Application guidelines:**

* Our judging process is designed to be as fairly judged as is possible. We ask judges to make their decisions based on the content of the application disregarding any identifiable information. This would include anonymising anything that could indicate where you work. If your application is not fully anonymous, we will redact it before passing on to the judges and this could impact the way it is read so try as much as possible not to include any personal/business/applicant identifiers. Therefore, we ask that you please write your application **anonymously**.
* Once you have completed this application, please email it to [awards@xeyexawards.co.uk](mailto:awards@xeyexawards.co.uk) - *you can also attach up to 3 (optional) supporting documents per application (i.e. Pictures, PDFs, Testimonials from Customers or a hosted Video URL)*
* It is **FREE** to enter the Eyecare Awards.
* There is a maximum of 2 award categories that can be entered by a practice or an individual representing that practice.
* Each award form **must** be completed with information **supporting** the questions and the category being applied to.
* All applications must be submitted by the application deadline, if you think your application may be late for any reason and you require some additional time please contact us directly on the above email.
* Your answers to the questions should reflect on your work in the past year – anything prior to that can be put in the additional evidence field but should only be to support the actions from this year.
* Please return your application in the **Word** **document** **format** (instead of saving as PDF or scanned image) this helps to verify word counts and make it easier to redact parts.

**Things to remember:**

* ANYONE could win, if you are considering applying (and you have got this far) go for it! What is there to lose?!
* Tickets to the award ceremony event are limited so we have asked for a rough idea of how many people you may bring in the application - *you are not buying tickets yet this is just for our planning and does not in any way influence your chances of winning.*
* Each application should have no more than 800 words for the answer section (on average, but not limited to 200-300 words per question).

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| **Name**:  *Your name or business name and names of all people included in the business application* |  |
| **Contact Details:**  *If you can provide a telephone number for us to update you on your application – application updates will be via the email you apply from* |  |
| **Will you be attending the awards ceremony?**  *This will absolutely not impact your ability to win but allow us to forecast ticket numbers. Nominees can purchase tickets at a discounted rate\** | Yes/No  Number of tickets required: |
| **Application Category:** | Social Media Presence of the Year |
| **Additional supporting documents attached**  *For this category you must supply examples of posts/content that supports your application.* |  |

*\*Individuals or practices that are shortlisted for an award, have access to our “shortlisted awards rate”. For each shortlisted entry, a total of* ***2 tickets*** *are available at £105+vat per ticket. This limit may be increased after shortlisting is announced, this will depend on how many shortlisted entries use their allocation of 2 tickets. If you would like more than 2 tickets please make us aware on your application form.*

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| Category: Social Media Presence of the Year | Category Values: Excellence in using Social Media to build customer engagement and create conversations |
| Question 1: Can you show us 3 examples of posts, campaigns or social media content that you have used to increase customer engagement and/or create conversational pieces for your patients?  *(If attaching these to application email, please explain the attachments here)* | Answer: |
| Question 2: How has this content impacted the customer interaction with your practice? | Answer: |
| Question 3: What did you learn from creating this content and what would you change going forward to continue to improve the practice using social media? | Answer: |
| Additional Evidence: Do you have any additional evidence you would like to share | Answer: |