

## Business Management 2017

### Why should you enter the BABTAC & CIBTAC awards?

The BABTAC & CIBTAC Annual Awards is one of the most prestigious dates in the beauty industry calendar. Our awards seek to recognise and reward excellence within the industry and provides the opportunity to boost your profile, both locally and nationally. Winning an award can do wonders for morale and motivation, and can also reassure your clients that your services are recognised within the industry as first-class.

### Who can enter this category?

Any BABTAC member who is currently working in the industry and has done so for at least 12 months.

### What do our judges want to see?

Our judges want to find an outstanding example of business management in the industry. This should include:

- Demonstration of excellent business acumen, which could include financial planning and forecasting, budgeting, people management, customer service, marketing and promotion, business planning and commercial awareness
- Examples of effective strategic campaigns and evidence of results, such as client acquisition, client retention, marketing, social media, financial growth, cost saving and efficiencies, etc.
- Knowledge of new and emerging trends within the industry and across the business mix, such as social media, direct marketing or customer service, and demonstration of how to use them effectively
- A desire to improve your skills through continued professional development and training

### How to enter:

**STEP 1:** Read the above **criteria** for this category and ensure you meet it before proceeding with your application

**STEP 2:** Read the **'Terms & Conditions'** carefully and sign and date a copy to submit with your application

**STEP 3:** Complete the **'Entry Form'** for the Business Management category, available to download on our website at [www.babtac.com/26-awards](http://www.babtac.com/26-awards).

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**STEP 4:** Provide the following ‘**Supporting Information**’ along with your signed ‘**Terms & Conditions**’ and completed ‘**Entry Form**’:

- ✓ A copy of your relevant CPD record
- ✓ Proof of your qualifications and training certificates
- ✓ BABTAC membership certificate / Proof of insurance
- ✓ Signed terms & conditions
- ✓ A portfolio of evidence to support your application, for example business planning documents, marketing strategy/plan, evidence of strategic campaigns and their results, examples of commercial awareness and relevant financial planning, forecasting and budgeting evidence

**STEP 5:** Send **all** the above information to [awards@babtac.com](mailto:awards@babtac.com) by **28<sup>th</sup> February 2017**.

### What happens next?

1. The entry deadline is **28<sup>th</sup> February 2017**. After the deadline, our judges will consider each submission and its supporting evidence.
2. Finalists will be chosen upon judging of the application form and portfolio of evidence, and they will be notified by the end of **May** and the winner announced at our prestigious 40<sup>th</sup> Anniversary Celebration & Annual Awards Ceremony in **June**.

# Good luck!

### ♥ REMEMBER! ♥

To buy your tickets for BABTAC & CIBTAC’s 40th Anniversary Celebration & Annual Awards Ceremony in June 2017.

Discover more at [www.babtac.com/26-awards](http://www.babtac.com/26-awards)