



Professional Initiative of the Year

Criteria

This award recognises the important role that both patient-focused and professional campaigns play in promoting consumer education and patient safety. It is open to associations, companies and individuals. In selecting finalists, the Aesthetics team will look for evidence of activity designed to benefit the industry as a whole, along with tangible outcomes.

Entry instructions

You are encouraged to keep your entry concise and clear; bullet points and the use of formatting options such as bold, underlines and italics are encouraged to ensure your entry is easy to digest for judges. Please note that **formatting cannot be copied and pasted from Word documents**, so you should only **add these when submitting** your entry on the website. A strict character limit of 1,700 (including spaces) is enforced for each question and you must not exceed this; however, your entry does not have to meet it. References are included in the character count, although you may supply a reference list as part of your supplementary materials if it exceeds the character count. The winner will be selected from the finalists using a combination of Aesthetics reader votes and judges' scores. Voting will constitute a 30% share of the final score.

Important: please check your entry carefully for accuracy, grammar and spelling as this information may appear in the *Aesthetics* journal and on the Aesthetics website, as well as being considered as part of the judging process. There will be **no opportunity to amend this once you have submitted** your application online unless you pay a £100 +VAT administration fee and this information is received before shortlisting has begun.

Questions

1. Describe your initiative in detail
2. Why is there a need for this particular initiative in the specialty?
3. What were the key objectives of the initiative in the last 12 months?
4. How have you implemented this initiative and achieved your objectives?
5. Provide details of your role and/or your organisation, and how your expertise and experience led to this initiative
6. How have you promoted the initiative throughout the specialism, and beyond if applicable? Provide evidence of reach
7. Provide evidence of the demonstrable success of the initiative, related to the objectives set out
8. Detail the potential expansion or next steps for this initiative in the next 12 months

PLEASE NOTE: Entries will only be accepted if submitted via aestheticsawards.com. For help and enquiries email contact@aestheticsjournal.com