



Reference No. (office use only)

## ENTRY FORM

Please print clearly stating the project/team name as you wish it to be referred to throughout the awards, using upper & lower case as you would like it to appear.

## CALL FOR ENTRIES

People are the heart of any optical practice and this year's Optician Awards will be seeking out and rewarding the best talent in optics. This is your opportunity to shout about the achievements and the skills of your practice team. The Optician Awards celebrate the best in optical practice and delivers recognition where it is deserved. There are a host of new categories in this year's Awards and one every member of your practice team could aspire to win. We have also created new categories to reflect the changing nature of optics and to highlight some of the latest technology available. So fill in your entry, make a nomination or cast your vote today. The deadline for entries is **February 20th 2006**.

Name:

Practice:

Practice address:

Postcode:

Telephone:  Fax:

Email:

### AWARDS CATEGORIES Tick the category you are entering:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>CONTACT LENS PRACTICE OF THE YEAR</b><br><small>sponsored by Johnson &amp; Johnson</small>    | <input type="checkbox"/> <b>CHARITY CAMPAIGN OF THE YEAR</b><br><small>sponsored by The Outside Clinic</small>    |
| <input type="checkbox"/> <b>CONTRIBUTION TO CET AWARD</b><br><small>sponsored by Dollond &amp; Aitchison</small>          | <input type="checkbox"/> <b>HEALTHY SIGHT PRACTICE OF THE YEAR</b><br><small>sponsored by Transitions</small>     |
| <input type="checkbox"/> <b>TECHNOLOGY PRACTICE OF THE YEAR</b><br><small>sponsored by Grafton Optical and Relcon</small> | <input type="checkbox"/> <b>OPTICAL PRODUCT OF THE YEAR</b>   |
| <input type="checkbox"/> <b>OUTSTANDING DISPENSING OPTICIAN OF THE YEAR</b><br><small>sponsored by BBGR</small>           | <input type="checkbox"/> <b>INDEPENDENT FIGHTBACK AWARD</b>   |
| <input type="checkbox"/> <b>LARGE HIGH STREET MULTIPLE PRACTICE OF THE YEAR</b>   | <input checked="" type="checkbox"/> <b>EYECARE CAMPAIGN OF THE YEAR</b><br><small>sponsored by Specsavers</small> |

Signature

Date

### DEADLINE

Send your entry to: **ALMA WATSON, OPTICIAN AWARDS, QUADRANT HOUSE, THE QUADRANT, SUTTON, SURREY SM2 5AS**. Entries must be received by **Monday 20th February 2006**.

### INFORMATION

For information on entering and attending the awards please contact Alma Watson on tel **020 8652 8026**, email [alma.watson@rbi.co.uk](mailto:alma.watson@rbi.co.uk)  
For information on sponsoring the awards please contact Richard Bennett on tel: **020 8652 3075**, email [richard.bennett@rbi.co.uk](mailto:richard.bennett@rbi.co.uk)

*A first class event. For first class professionals.*



*First Class*

## ENTRY FORM

| DATE    | DESTINATION     | FLIGHT NO. |
|---------|-----------------|------------|
| 25/4/06 | OPTICIAN AWARDS | OPTAW1     |

*A first class event. For first class professionals.*

**TUESDAY 25 APRIL, 2006**  
**RADISSON SAS PORTMAN SQ, LONDON SW1**



designed by fresh lemon (www.freshlemon.co.uk)





**ATTENTION! Please take a moment to familiarise yourself with our procedures, even if you are a frequent competitor.**

## ENTRY CHECKLIST

The following must be enclosed with your entry:

- 1) A statement of between 500 and 1000 words for each category entered explaining why your entry warrants winning the award. This statement should give the judges details of the practice and team, its size, the population it serves and information about the customer base. This statement should spell out the aims and actions connected with the entry with the subsequent results including how they were measured and followed up. Entries should be based on actions and events which took place in 2005.
- 2) Photographs of both the exterior and the interior of the practice and the staff should be included, as well as relevant images, illustrations and promotional material.
- 3) Any other supporting material such as patient literature, testimonials or co-operation with other organisations, awards, certificates and prizes.

## RULES

- ✈ You may enter any number of categories but a separate form must accompany each entry. No single submission may be entered for more than one category.
- ✈ Photocopies of entry forms are acceptable.
- ✈ Arrangements for the collection of any entries should be made by calling Alma Watson on 020 8652 8026 before February 20th 2006. Entries will be available for collection after May 5th 2006. Reed Business Information will not accept responsibility for loss or damage of submitted materials.
- ✈ Entries will be judged by a panel of independent adjudicators led by a panel chairman, Chris Bennett, Editor, Optician. The chairman's decision is final.

## 2006 AWARDS CATEGORIES

### CONTACT LENS PRACTICE OF THE YEAR *sponsored by Johnson & Johnson*

The winner of this award will be able to show a pro-active commitment to fitting and supplying contact lenses and innovation in growing their contact lens business. Entrants will be able to demonstrate an in-depth understanding of contact lenses and evidence of prescribing a wide range of lenses to a wide range of patients.

Entry to this category will be through a special entry form which can be downloaded from the Awards area of [www.opticianonline.net](http://www.opticianonline.net). The six practices making it to the shortlist will also be profiled in Optician.



### CONTRIBUTION TO CET AWARD *sponsored by Dollond & Aitchison*

This award is designed to reward the author of the CET article found to be of most use to the readers of Optician. Entry to this category is through a continuous selection process using comments and preferences made throughout the year by readers participating in Optician CET. Nominations for articles that have appeared in 2005 may also be made by using this form. All published CET and events are eligible for nomination and not just CET published in Optician.



### TECHNOLOGY PRACTICE OF THE YEAR *sponsored by Grafton Optical and Relcon*

This award recognises the practice which can demonstrate the most effective use of technology. This could be for the direct clinical needs of the patient or the efficient operation of the practice for the patient's benefit. Particular emphasis on the detection of ocular conditions and provision of strong eye care should form a major theme in any entry.



The judges will look for evidence of a range of technologies including tonometry, perimetry (visual field analysers), retinal and anterior digital imaging, corneal topography, pachymetry and computerised test charts in conjunction with

practice management and patient software programmes. The recipient of this award will be the practice which has bought modern technology and used it for the benefit of the patient and the promotion of the practice.

### OUTSTANDING DISPENSING OPTICIAN OF THE YEAR *sponsored by BBGR*

People continue to be the most important asset a practice has and as such Optician is seeking to recognise excellence in practice. This category is designed to highlight the best dispensing practice by identifying Dispensing Opticians who provide it. Entries should include all aspects of the role carried out by the DO. This may highlight particular areas of interest or all round excellence within the job. This may be connected to visual, occupational, cosmetic or business achievements. Entry to this category will be through nomination or self nomination. Entries should consist of a written submission plus testimonials from customers, colleagues and patients



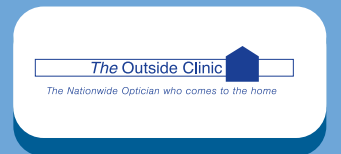
### LARGE HIGH STREET MULTIPLE PRACTICE OF THE YEAR

Consumers have never been more clued-up on retailing and style than they are today. While many practices have been driven from the High Street a breed of super-optical multiple outlet has sprung up. Entrants in this category must demonstrate a scale and mass appeal that can compete with the household names of retailing plus high clinical standards. Shortlisted practices will be in high profile, high footfall locations operating high volume eye care displaying the best the corporate sector can offer. The judges will be looking for proof of high clinical standards mixed with world-class retailing with the emphasis on scale and mass appeal.

### CHARITY CAMPAIGN OF THE YEAR *sponsored by The Outside Clinic*

This category is open to charities and other not for profit organisations whose activities are in vision and eye health-related areas. Entries are welcomed from organisations that provide services either in the UK or overseas so long as their organisation and fund-raising activities have a connection to the UK market.

Submissions can be made either on behalf of the organisation as a whole or based around individual projects or achievements. Entries should explain how funds have been raised and provide evidence of novel and innovative methods used. Evidence should also be provided to demonstrate the effective use of resources and a systematic, effective and efficient approach to helping those in need.



### HEALTHY SIGHT PRACTICE OF THE YEAR *sponsored by Transitions*

Visiting an optical practice is about so much more than visual acuity. Patients are increasingly aware of the dangers of UV light, glare and nutrition, practitioners are ideally placed to give patients the advice they need to make the right eye wear choices. Entries in this category are welcomed from practices that have gone beyond the eye exam to communicate with patients wider issues concerning eye health. The panel will be interested to see how eye health issues have been communicated and how such initiatives have translated into practical eyewear solutions. Educational, marketing and sales literature should be included in the entry along with testimonials.



### OPTICAL PRODUCT OF THE YEAR

Most optical visits conclude with the dispensing of an optical product. The range and scope of optical products is wider today than it has ever been and the array of lenses, frames and contact lenses is wider than ever before. This award will be made to a single optical product (lens, frame or contact lens) that our judges feel has made a significant contribution to optical life or has enhanced the lives of optical professionals or customers. Entries are welcome from suppliers of products, old and new, that have a wide impact and appeal in the retail optical business. Entries should include information on the scale and impact of the product plus testimonials from users and wearers.

### INDEPENDENT FIGHTBACK AWARD

The independent sector is under fierce attack from the multiples, the supermarkets and the internet and we want to reward those practices that are fighting back. The judges will be looking for evidence of business actions, marketing, promotions and repositioning undertaken as a result of competition from new entrants to the market and heightened competition in the high street.

The panel will want to see clear strategic planning and analytical assessment of new competition. Entries should include research into changes in the local market, the assessment of competitive forces and then practical examples of how the threats have been fought off. The judges will be looking for measurements of success in these programmes and the resulting positive impact on the business. Patient testimonials will be accepted as evidence of success.

### EYECARE CAMPAIGN OF THE YEAR *sponsored by Specsavers*

Never has the importance of professional advice and expertise within eye care been so high. Research consistently shows that consumers see eye care professionals as the most important influencing factor when making decisions about their eye health, sight and vision correction options. This award will seek to reward the practice or organisation that can demonstrate its commitment to promoting good eye care, good eye health or eyewear possibilities to patients.



Entries are welcomed from large and small practices and groups. The judges will be looking for campaigns and promotions that communicate messages about eye care and eye wear to the public. These campaigns may be based around particular products, concentrate on health issues, be directed towards certain sectors of the population or be a combination of these.