



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.

CHECKLIST

The following must be enclosed with your entry (where required):

- 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 2006.
- 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.
- Any other supporting material such as patient literature, testimonials or co-operation with other organizations, awards, certificates and prizes.

Name	<input type="text"/>		
Practice	<input type="text"/>		
Practice address	<input type="text"/>		
	<input type="text"/>	Postcode	<input type="text"/>
Telephone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

AWARDS CATEGORIES

Tick the category you are entering:

- | | |
|--|---|
| ● Applied Spectacle Technology Practice of the Year
<i>sponsored by Optovision</i> | ● Outstanding Dispensing Optician of the Year
<i>sponsored by BBGR</i> |
| ● Software Practice of the Year
<i>sponsored by Ocuco-Relcon</i> | ● Technology Practice of the Year
<i>sponsored by Grafton and its technology partners</i> |
| ● Contribution to CET Award
<i>sponsored by D&A</i> | ● Charity Campaign of the Year
<i>sponsored by The Outside Clinic</i> |
| ● Optical product of the Year | ● Healthy Sight Practice of the Year
<i>sponsored by Transitions</i> |
| ● Independent Practice Website of the Year
<i>sponsored by Essilor</i> | ● Freshlook Optical Assistant of the Year
<i>sponsored by Ciba Vision</i> |

Signature	<input type="text"/>	Date	<input type="text"/>
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Deadline

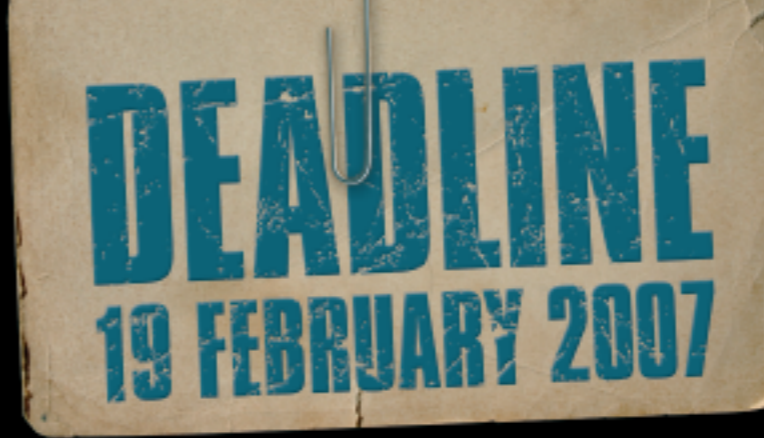
Send your entry to Alma Watson, Optician Awards, Reed Business Information, Quadrant House, The Quadrant, Sutton, Surrey, SM2 5AS. **Entries must be received by Monday 19th February 2007**

Information

For information on entering and attending the awards please contact Alma Watson on tel **020 8652 8026**, email alma.watson@rbi.co.uk

For information on sponsoring the awards please contact Steve Beard on tel: **020 8652 3075**, email steve.beard@rbi.co.uk

Reference No. (office use only)



ORDER FORM



SATURDAY 21 APRIL 2007

HILTON BIRMINGHAM METROPOLE

WWW.OPTICIANONLINE.NET

OPTICIAN AWARDS 2007



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 19th 2007.

ELIGIBILITY

These illustrious awards are designed for optical practices, teams and organisations that have achieved excellence in the provision of eye care during 2006. Entries will be judged on specific areas of practice by an independent panel of key figures in the profession.

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.
- All items of supporting material must be clearly requested in writing. Arrangements for the collection of any entries should be made by calling Alma Watson on 0208 652 8026 before February 19th 2007. Entries will be available after April 22nd. 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 judging panel has the right to transfer entries to an alternative category heading where appropriate. The decision of the judges is final and no correspondence will be entered into by any member of the judging panel.
- Individuals submitting entries to the Optician Awards must do so with the permission of the organization on whose behalf the submission is being made.
- Entries remain the property of the organizers, who will retain the right to use the material in reports or publicity associated with the award.

AWARDS CATEGORIES

● Applied Spectacle Technology Practice of the Year *sponsored by Optovision*

The range of optical products available to optical practices today is staggering but how many practices make all of those products available to their patients? This category is designed to reward the practice that can demonstrate its understanding of spectacle technology and show its commitment to making a wide range of lens and frame options available to its customers. This may be through the use of novel products for specific purposes or through the provision of generic products at prices patients of all budgets can enjoy.



● Software Practice of the Year *sponsored by Ocuco-Relcon*

Information technology is only as powerful as the software that powers it so choosing the right software package for the right job is crucial. This category will seek to reward the practice that can demonstrate the selection of the software most fit for purpose and its effective use. Evidence to show how the use of software has benefited the business, customer and patients will be sought by the judges.



● Contribution to CET Award *sponsored by D&A*

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. Nomination for articles that have appeared in 2006 outside Optician may also be made by using this form. This category is judged by a panel of expert academics and writers and uses a continuous assessment of articles published in Optician throughout the year.



● 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 category will be awarded 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.

● Independent Practice Website of the Year *sponsored by Essilor*

No one can doubt the influence of internet but how well does your practice harness the power of the web? This category will reward an independent practice that has used the internet to improve its business and benefit its patients. The judges will be looking for a practice website that can be found easily, is informative, attractive and simple to use. Entries should include the website address and a statement outlining what the website is designed to achieve and some details of its inception. Information on the cost of building and maintaining the website should be included. Entries will also be accepted from practices that have used the internet in other innovative ways to build their practices, increase customer numbers and benefit patients.



● 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 within dispensing. This category is designed to reward a Dispensing Optician who typifies that spirit. Entries and nominations should describe all aspects of the role carried out by the entrant. 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. Interaction with customers, colleagues and suppliers will be taken into consideration and use of strong interpersonal skills. Entries should consist of a written submission plus testimonials from customers, colleagues and patients.



● Technology Practice of the Year *sponsored by Grafton and its technology partners*

This award will seek to reward the practice that can demonstrate an ability to use technology effectively. This might be for the direct clinical needs of the patient or the efficient operation of the practice for the patients' 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 be looking for evidence of a range of technologies such as tonometry, perimetry, digital imaging and corneal topography. This award seeks to reward a practice that has applied technology for the benefit of the patient and the promotion of the practice.



● Charity Campaign of the Year *sponsored by The Outside Clinic*

Charities and other not for profit organisations whose activities are in vision and eye health-related areas are invited to enter this category. Entries are invited 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. The panel of judges will be looking for entries that give an insight into the specific goals and achievements of the organisation. Entries should explain how funds have been raised and provide evidence of novel and innovative methods used.



● 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 engage patients in wider issues concerning 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.



● Freshlook Optical Assistant of the Year *sponsored by Ciba Vision*

The importance of optical assistants in practice is rapidly becoming recognised especially in emerging product areas. Coloured contact lenses is one area that opens up fantastic opportunities for practices to win new, mainly younger, customers. The winner of this award will be chosen for their ability to understand and apply colour, fashion and style to fulfil patient needs. Entry forms will be available through the Freshlook and Optician websites, Freshlook events and inserts in Opticians. Look out for further details in coming issues of Optician.

