**2024 PBS Salon of The Year Awards - Nomination Form**

**Please submit your completed nomination form and supporting images marketing@probeautysolutions.com.au.**

**Salon Name:**

**Contact Name:**

**Position At Business:**

**State:**

**Phone:**

**Email:**

**Website:**

**I am nominating for:** (Tick the categories that apply to you)

 Professional Beauty Solutions (PBS) Salon of the Year ($3000)

 Youngblood Stockist of the Year ($500)

 Image Skincare Stockist of the Year ($500)

 Pure Fiji Stockist of the Year ($500)

 Sunescape Stockist of the Year ($500)

 Dermalux Stockist of the Year ($500)

 Bio-Therapeutic Stockist of the Year ($500)

 Pollogen Stockist of the Year ($500)

 Bestow Beauty Stockist of the Year ($500)

 Mesopen Pro Stockist of the Year ($500)

 Lynton Stockist of the Year ($500)

 Best Owner Operator

 Retail Therapist of the Year

 Social Media Stand Out Award

**Salon & Stockist of the Year Awards**

**Tell us about your business:**

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**How many treatment rooms do you have?**

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**How many staff members do you have?**

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**What is unique/special about your salon?**

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**What PBS products do you currently stock? What have been the results?**

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**How do you excel at customer service?**

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**Have you implemented client incentive programs in the past year?** Example: VIP event, 40/40 program, staff incentives for 4 min makeover, loyalty program, buy 3 get 1 free, window or product display, competitions, promotions.

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**If Yes: What were the results from this new innovation/event?** Example: Increase in sales, increase in client satisfaction/loyalty, increase in team morale.

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**How has being a part of PBS helped your business?** Example: Do you actively use MOAP to increase your profits? Do you have eye-catching/high standard product displays in salon using our artwork? Have you worked in partnership with a Business Development Manager?

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**Social Media Stand Out Award**

**Tell us what your social media presence looks like…**

* Which channels are you active on? (ie facebook, instagram, toktok)
* How often do you update these channels
* Do you have a social media strategy to promote your business, treatments, brands, etc?
* Please provide examples of what activity you are doing on your social media channels, Facebook, Instagram etc.

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**What social media strategies of campaigns have you implemented in the last 12-18 months that have been successful?** Please provide examples below.

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**Retail Therapist Award**

**Name of the Retail Therapist you are nominating:** Include employee name and how long they have been a beauty therapist at your salon/spa/clinic.

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**In what ways do they excel at retailing?** Please provide any additional information as to why you believe they should be awarded PBS' Retail Therapist of the Year.

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**Are there any other comments you would like to add to assist in your application?**

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**Please provide links to any salon social media pages:** Facebook, Instagram, website link etc.

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**Please submit your completed nomination form and supporting images** **marketing@probeautysolutions.com.au****.**

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**Nominations close Sunday the 31st of March
Winners announced at the PBS Skin Summit Gala Dinner on Sunday 5th May 2024.**

Terms & Conditions: Salons must be in attendance at the PBS 2024 Skin Summit Gala Dinner & Awards to be eligible for an award ([register here](https://www.probeautysolutions.com.au/2024-skin-summit-registration)). Salons must meet the entry requirements to be considered eligible for Salon of the Year/Stockist of the year. Email supporting material to marketing@probeautysolutions.com.au. Eligible entries will be judged by a PBS panel to determine the winners for 2024.