



# *Canadian Spa and Wellness Awards 2017*

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### **Judging Criteria**

- Submissions will be assessed by a panel of distinguished judges based on their qualifying criteria
- The judges will be looking for evidence that each criteria have been met
- Submitted material should demonstrate clearly why the spa/business is thought to be worth an award in its chosen category and how it is an award winning level

### **What the Judges Seek**

- Judges are seeking points of distinction that make the nomination stand out from the rest
- Clear and specific responses to the criteria
- Evidence to back claims
- A focus on quality not quantity

### **Common Mistakes**

- Failing to structure the application against the judging criteria
- Failing to address the judging criteria in the application
- Assuming judges know your spa, industry partners or educators
- Failure to really read and interpret the criteria
- Believing that submissions can be sent after the deadline