



Judging Criteria

WITH THE SUPPORT OF





2021 Canadian Spa & Wellness Awards

Judging:

- 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 and nomination 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
- Copy and pasting general information from a website, rather than catering the answers to the criteria