

LIFE  
WITH  
STYLE  
AWARDS

*Application Pack*

THURSDAY, 18TH JUNE 2015  
ARDOE HOUSE HOTEL & SPA

TREND Abertdeen

# LIFE WITH STYLE AWARDS

Can it be? It can't be! It is - the seventh Life with Style Awards!

We are so proud of this part of Scotland, our very own neighbourhood in which business and pleasure combine to make Aberdeen City and Shire such an exciting place to live and work. These Awards reflect the fantastic variety of entrepreneurs and innovative local businesses in this neck of the woods, and recognise the people that make them tick.

Our readers hold a very special place in our hearts, and to prove it, we want your opinion on who is the best in the business, from fashion to hospitality, food and the arts, health and the community. Tell us who you love and who you think deserves to win. To vote go online at [www.trendmagazine.co.uk](http://www.trendmagazine.co.uk)

The Awards are judged by an independent panel of experts and they will be presented at the fabulous Life with Style Awards 2015 ceremony on June 18th at Ardoe House Hotel and Spa. The only thing left to do is book your table or ticket for the evening, What are you waiting for?

## GOOD LUCK!



## TESTIMONIALS

I found the Life With Style Awards a real pleasure to associate with over the years. The sponsorship package is a great investment for any brand looking to communicate with business leaders in Aberdeen with common goals. The evening itself is a perfect way to network with those that are sometimes hard to meet because of busy lifestyles and work commitments

**ALAN PATON - RED BULL**

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I found when applying for the Trend's Life with Style awards that it was not only an extremely straight forward process but an extremely enjoyable one. There is always helpful members of the Trend team at hand to help too. I also met many interesting people all along the way, which without the awards wouldn't have been possible. It was a great way to showcase our business and also share the experience with our team. The ceremony was well organised and a great night out for our team. Winning the Divine Dining award was such a great surprise, to say we were delighted was an understatement. I would recommend the Life with Style awards to any business old or new.

**FORBES INNES - GRANITE PARK**

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Entering the competition for the Life With Style Awards couldn't have been easier with assistance provided by the team at Trend. Everyone is so helpful and professional, and nothing is too much trouble even when deadlines are tight. I feel they look after loyal customers well, listen to feedback and make the process a rewarding experience. On the night we had a great table and really felt part of a team.

**ROULA SAMAHA - MALMAISON**

# THE JUDGES



**SIMONE BARNETT** has recently been appointed to the board of the Duncan and Todd Group in the position of Commercial Director. MBA qualified with over 20 years multi-sector sales and marketing experience, Simone has been recruited to support the growth strategy of this successful national Ophthalmic business.



**KAREN MOLLOY** is co-founder of a successful company, Thorpe Molloy Recruitment, she understands the challenges faced by SMEs. In addition to her own business commitments, Karen regularly works with local third sector organisations and is an active charity fundraiser.



**JAMES STORRIE** has been with the John Lewis Partnership for over 14 years. He is part of the senior team who lead the Aberdeen branch in delivering the goals of the co-owned business - with responsibility for growing the fashion business within the branch and city.



**KEN MASSIE** joined Visit Scotland in 2008 as Regional Director for Aberdeen City and Shire, having been Managing Director at Northsound Radio. In 2011, Ken took on a national role within the organisation and is now Head of Strategic Partnerships, managing a team responsible for the direct delivery of key VisitScotland services at national, regional and local level.



**JOANNA FRASER** leads the communications team at Aberdeen & Grampian Chamber of Commerce, which represents 1,350 members across all business sectors. A former journalist at the BBC and the Press & Journal, she is actively involved in raising the profile of North-east business and the issues that matter to the region.



**KAREN CROSS** gained a design degree at Heriot Watt University before working as a designer for fashion brands in London. She is currently the Subject Leader for Fashion at Aberdeen Business School, Robert Gordon University, leading both the BA (Hons) and MSc Fashion Management courses.



**JAMES KNOWLES** is a retired local government official with considerable experience and knowledge of the area and the food sector. He continues to be involved in business development and volunteering.

# THE RULES

01. All questions must be answered.
02. All applications must be supplied electronically.
03. Supporting evidence may be supplied in the form of video links or web links, JPEG's, PDF's and word documents.
04. Where the question says 'provide evidence' this must be given, either within the text or as supporting evidence.
05. All answers must be within the word count limit.
06. The deadline for entries is Wednesday 25th March at 12noon.

# THE CATEGORIES

## **FASHION RETAILER**

Open to clothing retailers or shoe retailers. All boutique, independent or chain stores are eligible.

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## **INDEPENDENT LIFESTYLE RETAILER**

Open to non-fashion independent retailers.

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## **EXCELLENCE IN BEAUTY PROVISION**

Open to beauty businesses.

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## **DIVINE DINING**

- Restaurants & Bistros
  - Coffee Shops & Cafés
  - Independent Food Specialists
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## **EXCELLENCE IN HAIRDRESSING**

Open to hair salons and individual hairdressers.

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## **THE CREATIVE AWARD**

Open to individuals or organisations who demonstrate exceptional flair in a creative environment, such as photography, arts, crafts and interior design.

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## **HOTEL STAR**

Open to large or small independents, chain and hotel groups and serviced apartments.

# THE CATEGORIES

## **HEALTH & WELLBEING AWARD**

Open to clinics and establishments that provide professional services in the areas of dentistry, opticians and auditory enhancements. Also included in this category are aesthetic clinics and businesses.

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## **FITNESS AWARD**

Open to businesses in the fitness sector that are involved in promoting health, fitness or well-being in any way.

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## **BEST BAR**

Open to all bars and late night drinks destinations including hotel bars.

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## **THE COMMUNITY AWARD**

Open to all third sector organisations.

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## **BEST NEW BUSINESS**

Open to new businesses that have launched since 1<sup>st</sup> January 2014. Businesses should be in one of the following sectors: Hospitality, Lifestyle, Health, Beauty or Retail.

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## **TREND READERS' AWARD**

Open to all businesses in the North-east of Scotland. This award can be promoted in house to customers and clients. Trend readers can vote for their favourite business online.

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## **OUTSTANDING CONTRIBUTION TO THE NORTH-EAST'S LIFESTYLE SCENE**

Open to any organisation that has made a significant and lasting impact on the North-east's lifestyle scene.

# QUESTIONS FOR APPLICANTS

The following questions have been carefully put together and will be judged separately. Along with each question there is some guidance to help applicants with the application process. Suggestions are for guidance only. It is not expected for applicants to cover each point made. As a further prompt, it may be worth speaking to customers, suppliers and stakeholders for testimonials, which could further support the application and be added to the appendix. Please ensure that you tailor your answer to the category you are entering.

01.

## **PLEASE PROVIDE A SYNOPSIS OF THE BUSINESS/ORGANISATION**

*Maximum 500 words - 20% of overall score*

The synopsis should give an all round summary of what the business/organisation does and its background. Other areas that could be included are: Who started it and why; products/services; who its customers are; what it has achieved to date and what its future aspirations are.

02.

## **WHAT HAVE BEEN THE MAIN ACHIEVEMENTS FOR THE BUSINESS?**

*Maximum 1000 words - 45% of overall score*

Applicants should highlight any achievements or accolades over the past 18 months. Areas that could also be included are: employing staff, overcoming adversity, expansion, client and customer relationship management, diversification, staff loyalty, new service or service development. All answers should be quantified and backed up with evidence. Any testimonial included in the answer must be backed up with evidence.

03.

## **WHAT DIFFERENTIATES THE BUSINESS/ORGANISATION FROM OTHER ENTRANTS?**

*Maximum 500 words - 35% of overall score*

This answer should be used to demonstrate why you stand out as a business and what makes you a worthy of the award. If you are demonstrating this by using your staff, be clear about why. If it is because you have a unique product, how are you marketing this to keep ahead of the competition and if it is customer service, please provide testimonial evidence. These are purely examples for guidance there are other areas which could be covered.

# TICKETS & PACKAGES

## **TABLE SPONSOR £1,000**

*Table of 12*

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## **AWARD SPONSOR £400**

*Sponsorship of Award*

*Branding on Award, Event Literature and in Trend Magazine*

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## **TABLE & AWARD SPONSOR £1,300**

*Table of 12*

*Sponsorship of Award*

*Branding on Award, Event literature and in Trend Magazine*

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## **TICKET PRICE £95**

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## **FLASH ADVERTISING ON THE SCREENS AT THE AWARDS CEREMONY £100**

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*Other packages are available on request*

# APPLICATION GUIDE



## REGISTRATION:

### REGISTER YOUR COMPANY

for the Life With Style Awards online by clicking the 'Register' link, on the 'Awards' section of our website, [www.trendmagazine.co.uk](http://www.trendmagazine.co.uk)

### FILL IN THE FORM DETAILS,

including the category you are interested in (if more than one is desired, this can be stated at the application stage). Please also let us know the date you have registered at the bottom of the form. Click 'submit' to complete the form once you are happy with your registration details.

### A CONFIRMATION MESSAGE

will be displayed and an e-mail will shortly be sent with a report of your registration details for your records. The link to the application form will be displayed on both of these messages. **This link will not be displayed on the Trend website, we advise that you bookmark it to ensure it is not lost/forgotten.**

Should you have any trouble finding the link please check your spam folder, or contact the Trend team on **01224 596223** or e-mail [events@trendmagazine.co.uk](mailto:events@trendmagazine.co.uk)

# APPLICATION:



## FOR SECURITY AND SPEED

we advise you prepare and save your application with a word processing tool to allow for spelling/grammar checking and easy transfer to the application form via copy and paste.

## SIMILAR TO THE REGISTRATION

**FORM** please begin filling in the application form with your company details and category of interest. **Please keep in mind if you are applying for more than one category; a separate application must be created for each one.**

## ONCE YOU HAVE FILLED OUT THE DETAILS AND QUESTIONS,

you will also have the chance to upload any materials supporting your application such as pictures and videos. **Ten uploads are allowed per application with a maximum size of 1MB per upload.**

Upload any additional files/documents (maximum of ten uploads at 1MB per upload). All files/images should be labelled clearly to ensure it matches the application.

Accepted File Formats: pdf, doc, docx, xls, xlsx, csv, txt, rtf, zip, jpg, jpeg, png

Upload attachment(s)

Upload a File

Back

Next



## ALL FILES/IMAGES SHOULD BE

**LABELLED CLEARLY** to ensure it matches the application. **Accepted File Formats:** pdf, doc, docx, xls, xlsx, csv, txt, rtf, zip, jpg, jpeg, png

## ONCE YOU ARE SATISFIED WITH

**YOUR APPLICATION**, you can click the submit button to complete the application. **Please note all submissions are final and cannot be amended.**

## FOLLOWING A SUCCESSFUL

**APPLICATION** you will receive a confirmation email with a summary of your application, and a unique reference number should you have any enquiries following. You will also be automatically entered into our prize draw to win a fabulous prize.

Application deadline is 12 Noon, Wednesday 25th March 2015



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