

**[Company/Individual Name]**

**[Award being entered]** -- (*2022 Transitions Healthy Sight Ambassador, Best in Training, Retailer of the Year (US or CA), Eyecare Practice of the Year (US or CA), Channel Partner of the Year)*

**Tips on Your Submission:**

* Utilize this template or the PowerPoint template to complete your submission for the 2022 Transitions Innovation Awards
* If you wish to apply to more than one category, do not submit the same entry for multiple categories. Customize each submission to the respective category you are applying for.
* Use pictures, videos and visuals to show what you did to achieve your goals
* Clearly convey your goals and show how your results aligned
* To emphasize areas you would like the judges to pay attention to, change the text or use colors to highlight
* Try to keep your submission down to 10 pages with the most pertinent information
* Correctly use branded product names, logos and images

***Important To Note:***

*Nominees will be evaluated solely on the criteria listed for each Transitions Innovation Award. In evaluating nominees, Transitions will give no consideration to the volume or value of past, current, or anticipated business generated by the nominee for Transitions or any of its affiliates. Similarly, selection as a Transitions Innovation Award finalist or winner does not impose any obligation to purchase, order, arrange for, or recommend any products or services from Transitions or any of its affiliates.*

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| **About Us**  **Tell us about yourself!**  Please provide a company or Individual background.  Input a logo or team photo |
|  |
| **Commitment and Inspiration**  **Tell us about your commitment to *Transitions®* brand values and the inspiration behind it**  What prompted your dedication to *Transitions* brand values this year? What was the inspiration behind your work? Was it in response to an existing problem or was it a new objective?  **How do you stay engaged with Transitions?**   * Did you attend Transitions Academy or any other education/training opportunities offered by Transitions?   + Studio Events   + ABO Courses   + Day of Education   + Online Webinars * How many online trainings did you attend? * Are you a Certified Specialist? Is your practice a Certified Provider? * How do you leverage resources on TransitionsPRO.com? * How did you interact with patients?   + In-Store Materials   + Social Media Interaction |
|  |
| **Goals**  **Tell us about your goals**  What did you hope to achieve? How did you achieve your goals? Was it a new objective or in response to an existing problem/opportunity? Who were you trying to reach and how did their needs, preferences, opinions play a role? |
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| **Plan and Creativity**  **Tell us about your plan and approach**  How did you plan to achieve your goals? What innovative approaches did you use to help you succeed? Did you use a completely new approach, a tried-and-true tactic or a mix of both? How were *Transitions* brand values or products included in your plans?   * + **Consider including photos and/or examples** |
|  |
| **Examples**  **Insert examples and photos of how you activated your plan**  Examples can include in-store POS, marketing materials, trainings, etc.  Photos can include in-store displays, events, team meetings, etc. |
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| **Impact and Results**  **Provide us with your results:**  How did you evaluate your success? Did you use a completely new approach, a tried-and-true tactic or a mix of both? Did you meet - or exceed - your goals? How will you build on your success? How many trainings did you host? How many individuals were trained? Can you compare your efforts from the previous year?  ***Important To Note:***  *Nominees will be evaluated solely on the criteria listed for each Transitions Innovation Award. In evaluating nominees, Transitions will give no consideration to the volume or value of past, current, or anticipated business generated by the nominee for Transitions or any of its affiliates. Similarly, selection as a Transitions Innovation Award finalist or winner does not impose any obligation to purchase, order, arrange for, or recommend any products or services from Transitions or any of its affiliates.*  KPI’s to Consider:   * Social media on Transitions posts: reach/impressions/engagement/views * Training or speaking engagements: quantity and audience size * Media: articles, interviews * Marketing Efforts: Reach |
| **Fill out the below chart with your results, consider the KPI’s applicable to your category.**   |  |  |  |  | | --- | --- | --- | --- | |  | **2021** | **2022** | **% Increase** | | Social Media (*Transitions lenses* related posts): Total posts, Impressions, Reach, Video Views, Engagements, etc | * Total Posts * Reach * Impressions * Video Views * Engagement * Click-Through | * Total Posts * Reach * Impressions * Video Views * Engagement * Click-Through |  | | Trainings: topic, location, audience size | * Total Trainings * Audience Size | * Total Trainings * Audience Size |  | | Speaking Engagements: topic, location, audience size | * Total Speaking Engagements * Audience Size | * Total Speaking Engagements * Audience Size |  | | Articles/Interviews: topic, reach, etc. | * Total Speaking Engagements * Audience Size/Reach * Topics | * Total Speaking Engagements * Audience Size/Reach * Topics |  | | Marketing Efforts | * Reach | * Reach |  | | ***Did we miss a unique tactic specific to your initiative(s)?***  *Share and define your innovative efforts here, we are excited to learn more!* | * *Define your KPI’s here* | * *Define your KPI’s here* |  |   ***Important To Note:***  *Nominees will be evaluated solely on the criteria listed for each Transitions Innovation Award. In evaluating nominees, Transitions will give no consideration to the volume or value of past, current, or anticipated business generated by the nominee for Transitions or any of its affiliates. Similarly, selection as a Transitions Innovation Award finalist or winner does not impose any obligation to purchase, order, arrange for, or recommend any products or services from Transitions or any of its affiliates.* |
| **Track Your Activities**  Track your progress monthly or quarterly to demonstrate what you accomplished throughout the year. |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | **Dispensary** | **Social Media** | **Team Building** | **Doctor Involvement** | **Incentives** | **Promotions** | **Training** | **Other** | | **January** |  |  |  |  |  |  |  |  | | **February** |  |  |  |  |  |  |  |  | | **March** |  |  |  |  |  |  |  |  | | **April** |  |  |  |  |  |  |  |  | | **May** |  |  |  |  |  |  |  |  | | **June** |  |  |  |  |  |  |  |  | | **July** |  |  |  |  |  |  |  |  | | **August** |  |  |  |  |  |  |  |  | | **September** |  |  |  |  |  |  |  |  | | **October** |  |  |  |  |  |  |  |  |   ***Important To Note:***  *Nominees will be evaluated solely on the criteria listed for each Transitions Innovation Award. In evaluating nominees, Transitions will give no consideration to the volume or value of past, current, or anticipated business generated by the nominee for Transitions or any of its affiliates. Similarly, selection as a Transitions Innovation Award finalist or winner does not impose any obligation to purchase, order, arrange for, or recommend any products or services from Transitions or any of its affiliates.* |