

2ème édition



GRAND PRIX DE L'INNOVATION



APPLICATION FILE OF THE INNOVATION AWARD

*BENEFIT AND SERVICE IN
SALON AND INSTITUTE*

APPLICATION FILES

UNTIL 30/06/2022

AWARDS

12/09/2022

An event organized in partnership with





The MCB by Beauté Sélection trade show, the leading hairdressing and beauty event, is pleased to announce the opening of the 2022 Innovation Award for Salons and Institutes for a 2nd edition.

This annual event, organized in partnership with L'Éclaireur, rewards professionals for their ability to innovate and renew themselves both in terms of the creativity and diversity of offers and services, as well as in their strategy of diversification, communication, and in the reception and customer journey reflection.

For the 2nd edition of the Award the jury will endeavor to reward initiatives of different scales in each category in order to show the diversity of the contributions of the actors of hairdressing and beauty.

The award ceremony will take place on Monday September 12 in Paris during the MCB by Beauté Sélection trade show.

We are counting on your participation to make this new edition a success.

Christophe Gabreau

SELECTION RULES

AWARD GOALS

- Promoting innovations in the sector
- Reward projects that demonstrate the best innovations
- Train the entire ecosystem of the hairdressing and beauty sector in this approach to excellence

A JURY OF PROFESSIONALS

The jury will be composed of:

- General Management, Marketing Department, supplier company in the sector
- digital specialist
- Retail specialist
- Trend agency
- CSR expert

THE SCORING CRITERIA

The jury sets out to assess:

- Ability to transform business and consumer habits
- Innovative nature of the approach, product or service on the organizational and human level
- Presentation of convincing results for the company, customers and stakeholders
- Value chain impact

The jury selects three nominees per category.

PROMOTION OF PRIZE WINNERS

The winners will be unveiled on September 12 at the MCB by Beauté Sélection show. The results will be relayed by L'Éclaireur, partner of the Award.

THE CATEGORIES

1 - CUSTOMER INNOVATION

Customer innovation is included: Implementation of new developments with a breakthrough and/or innovation strategy for the customer (e-commerce, click and collect, omni-channel, concept store, etc.)

2 - NEW BENEFITS / NEW SERVICES

Is included in the new benefits and new services: Preparation of the visit with prior contact, anticipation of treatments, reception and customer journey in the salon, product replenishment in direct delivery, etc.

3 - DIGITAL STRATEGY

Is included in the digital strategy: Demonstration of the successful implementation of an initiative highlighting one or more technological and digital innovations. All significant advances in digital applications, relational sites and programs, social media and the use of data are concerned.

4 - SOCIAL, SOCIETAL AND ENVIRONMENTAL IMPACT

This category includes: Highlighting the impact of a strategy or initiative on progress in terms of societal commitment, sustainable development and respect for the environment (encouraging responsible consumption and access sustainable products and services, promoting local development, guaranteeing quality of life at work, etc.).



HOW TO PARTICIPATE

PARTICIPANT PROFILE

This competition is aimed at all established professionals in the hairdressing and beauty sector (independents, franchises, groups, brands... And also agencies and consulting firms that have worked with hairdressing/beauty salons).

QUALIFYING PERIOD

You can submit all the innovations that have been created or developed in the last 12 months.

FILING OF FILES

Applications can be submitted until June 30, 2022.

Under no circumstances may a registration be canceled or withdrawn after this date.

PRESENTATION OF THE FILE

The participation file must include the following elements:

- The completed and signed registration form
- A complete innovation presentation file:
- Reminder of the category(ies) in which you wish to participate
- A summary of the project
- The problem and the objectives
- A full description of the innovation
- Key project performance figures
- HD photos and/or videos
- Any document appended to the understanding of the project

All files should be sent to: pduez@standing-events.com



HOW TO PARTICIPATE

REGISTRATION STEPS

To submit your projects for the Grand Prix, here are the steps to follow:

- Step 1: Send your participation file with the completed registration form to the following address: pduez@standing-events.com
- Step 2: Our team confirms your participation by e-mail
- Step 3: Your file is presented to the Grand Prix jury
- Step 4: The jury selects 3 nominees per category
- Step 5: Your product is presented in the Innovation area of MCB by BS
- Step 6: Award Ceremony at the MCB by Beauté Sélection on Monday September 12

RESULTS PROMOTING

The award ceremony will be an opportunity to unveil the nominated products and highlight the awards given in each of the categories.

The nominees and the winners will be published on the communication media of L'Éclaireur (newsletter, magazine and social networks) and MCB by BS (newsletter, website and social networks).

CONTACT AND INFORMATION

Pauline Duez
Standing Events

E-mail : pduez@standing-events.com
Tel : +33 (0)3 28 07 78 74



REQUEST TO PARTICIPATE

Company:

Address :

ZIP code / City:

Responsible for sending items:

Firstname, name :

Capacity:

Phone:

E-mail :

Category :

- Hair cosmetics
- Body & face cosmetics
- Nails and eyelashes
- Furniture and layout
- Equipment & Accessories
- Packaging
- Brand creation - Manufacturing
- Digital

Innovation Description :

.....
.....
.....
.....

How is this project innovative?

.....
.....
.....
.....
.....

Attach the presentation documents to your file

Signature :

(preceded by the words "Read and approved")

GENERAL CONDITIONS OF PARTICIPATION

These general conditions of participation apply to all candidates for the Innovation Award:

Any company or group of companies submitting one or more application files for one or more categories of the Award is considered to be a candidate.

The Award is organized by the MCB by Beauté Sélection, a brand of the company Beauté Diffusion Events located at 47 avenue de Flandre, 59290 Wasquehal, in partnership with the magazine l'Éclaireur.

As part of his application(s), the candidate declares to have read:

- of these General Conditions of Participation

- as well as all the information indicated in the registration file among others, and which will be necessary for his participation in the Grand Prix de l'Innovation for which he is applying.

Any submission of application(s) for an Innovation Grand Prize implies full and complete acceptance of these General Conditions of Participation, without reservation or restriction.

1 / Insurance and liability

1-1 As organizer of the Grand Prix de l'Innovation, MCB by BS is responsible for all insurance obligations relating to the conduct of its events.

1-2 MCB by BS cannot be held liable in the event of loss, theft, or total or partial destruction of application files, multimedia elements or physical elements sent by the candidate (magazines, flyers, mailings, photos, goodies, packaging, product, etc.) due to:

- a malfunction of the postal service, a courier service, or transport (delay in delivery or loss)
- Any other fortuitous event occurring throughout the application selection process

The loss, theft, or total or partial destruction of application files, multimedia elements or physical elements sent by the candidate cannot give rise to any damages.

2 / Conditions of participation

- You will be able to modify your application after sending, until the deadline for sending applications (closing date for registrations). Under no circumstances may an entry be modified, canceled or withdrawn from the competition after the closing date for entries.
- Please ensure that the information provided is correct, as it may be used for the presentation of the winners in the MCB by BS and L'Éclaireur communication media and during the award ceremony. The contacts (requested) are used to send you the entry badges to the MCB by BS show for the award ceremony.
- The videos (case presentation, films, etc.) are likely to be broadcast on MCB by BS media (newsletter, website, live from the event). You must own the rights of any kind (music, image, logo) and guarantee MCB by BS for this purpose.
- You can participate in several categories, if the project meets the criteria of the categories in question.

3 / Conditions of cancellation by MCB by Beauté Sélection

3-1 Force majeure: Is considered as a case of force majeure, any event fulfilling the criteria set by the Civil Code and the case law of the French courts, and likely to prevent MCB by BS either from fulfilling its obligations, or from lead to a delay in the performance of its obligations. We reserve the right, in particular in the event of force majeure, or a fortuitous event, to adjourn, postpone or cancel the Grand Prix, without the candidate being able to claim any compensation for any reason whatsoever. MCB by BS undertakes to do everything in its power to adapt to new circumstances and to limit the duration and effects of fortuitous event or force majeure.

3-2 In the event that the number of candidates and/or files submitted for a Grand Prize is deemed insufficient, MCB by BS reserves the right to cancel the Grand Prize in question.