

THE VISIONARY

YOUR ENTRY MUST INCLUDE A CREATIVE HEAD FOLDER

This digital folder must include:

- a picture of you.
- up to 10 of the images that feature within your portfolio.
- a scan of the picture page of your passport. You must be aged 30 or under at the closing date of 14 June 2021. Images must be minimum 300dpi and approved for use by Creative HEAD, should you reach the Grand Final.

THE IT LIST IS EXCLUSIVELY SPONSORED BY



THE IT LIST 2021 / DATES & DEADLINES

Competition closes: 5pm, Monday 14 June

Judging day: Tuesday 6 July

Finalists announced: Wednesday 7 July

Grand Final: Monday 6 September

Questions: events@alfol.co.uk or call +44 (0)1434 610940



THE VISIONARY

FOR A YOUNG STYLIST OR COLOURIST PUSHING CREATIVE BOUNDARIES

WHAT WE NEED – FOR THE JUDGES

To enter The Visionary, you must submit EITHER a set of images OR a video

IMAGE OPTION

Submit a PDF portfolio containing 8x portrait-shaped images showcasing your work. The images can be from a single collection or from a selection of projects, but together they should showcase your unique vision and skills. All hair work must be done by you, and you alone.

On a separate page, introduce yourself to the judges and tell them about your creative vision and your approach to creative work.

VIDEO OPTION

Submit a short video demonstrating your unique vision and skill. Your video can be about a single piece of work or showcase a variety of projects, but it must also include commentary from you about the kind of artist you are, what inspires your vision and your approach to creative work. All hair work featured must be done by you, and you alone.

Video file must be in .mov or .mpeg format and no longer than two minutes in duration. Smart phone footage is fine.

HOW TO SUBMIT YOUR **IT LIST** ENTRY

For The It List 2021, all entries must be submitted in digital format. The judges will be looking at your entry on a tablet or laptop.

1. First, register your intent to enter by completing and submitting an It List application form. This will generate a unique It List reference code that is unique to you, and which you must use to label your entry when you submit it.

2. For every entry you submit, you need to complete a separate application form.

3. Make sure you follow the relevant category criteria when compiling your entry – eg, number of pages, word counts, etc. You must also submit the supporting imagery requested plus any optional extra materials such as a supplementary video.

4. When you submit your digital entry, each separate file must be labelled alphabetically + your unique It List reference code.

For example:

A_IT73

B_IT73

C_IT73

5. Your Creative HEAD folder should be labelled Creative HEAD folder + your unique It List reference code.

For example:

Creative HEAD folder_IT73

**REMEMBER TO READ THE IT LIST 2021
RULES BEFORE PREPARING AND
SUBMITTING YOUR ENTRY.**

EMAILING YOUR ENTRY

Email your entry, clearly labelled as set out left, to theitlist@alfol.co.uk by 5pm on Monday 14 June, listing the subject of the email in the following format: **It List Awards – Name of Category – Your Name – It List Reference Code**

IF YOUR ENTRY EXCEEDS 10MB IN SIZE

Please send your entry to theitlist@alfol.co.uk via a digital file transfer method, such as WeTransfer or Filemail (both free to use), including the above subject in the message box, so we know which category you're entering.

ENTRY ACCEPTANCE

You will receive a notification within one week of submission that your entry has been received and logged. If you don't receive this notification, please contact jenny@alfol.co.uk or call **+44 (0)1434 610940**. You may need to provide evidence that your entry was submitted before the deadline (eg, a screenshot of your sent message, or a WeTransfer send receipt with the time code visible).

THE IT LIST 2021 RULES

You must read the The It List competition rules before preparing and submitting your entry or nomination. If you have any questions please call **The It List on +44 (0)1434 610940**

ELIGIBILITY

- The It List 2021 is open to all hairdressing professionals based in the UK and the Republic of Ireland and aged 30 or under at the time of the closing date of Monday 14 June 2021.
- You may enter more than one It List category, but a separate application form is required for each entry submitted.
- Different team members from the same salon may enter each category in The It List.
- Rising Star nominees must have no more than three years' salon experience and be educated to, or working towards, minimum NVQ level 2 (or equivalent)
- Only independent salon owners (sorry, no franchisees) may enter The Entrepreneur category.

PREPARING YOUR ENTRY OR NOMINATION

- All entries to the 2021 It List Awards must be supplied in digital format.
- All specified sizes, formats, page counts and video time limits must be adhered to.
- Any videos must be supplied in .mov or .mpeg format and must not exceed two minutes in duration.

RETURN OF ENTRIES/NOMINATIONS

Once submitted, entries cannot be returned.

JUDGING

- Panels of expert judges will assess The It List entries/nominations on tablet or laptop devices.
- Judges allocate points to each entry/nomination based on a fair and independently supervised judging system. Scores are handed to an adjudicator, who collates the marks to determine an overall result.
- There will be a maximum of five finalists in each category.
- A list of judges will be available on request after Tuesday 6 July 2021.

COMPLETING THE APPLICATION/NOMINATION FORM

- An application form must be completed for each entry. Application forms can be found at creativeheadmag.com/theitlist/2021-application-form
- The details provided on the application form must be the entrant's own, and not of a third party such as a PR representative.
- Entrants to the Rising Star category must complete the Rising Star nomination form found at creativeheadmag.com/theitlist/2021-rising-star-nomination-application-form.
- If you are a salon owner or manager and are nominating a salon assistant for The Rising Star, you (not the nominee) must complete The Rising Star nomination form.
- Please ensure all the details provided on the completed It List application/nomination form are correct. We use this information for all communication purposes and in any publicity, should you reach the Grand Final. We communicate primarily by email, so please ensure you provide us with an email address where we can reach you directly (i.e, not the email address of your PR company, or the salon's general email address).
- Submission of the completed It List application/nomination form will generate a unique It List reference code that must be used when submitting your It List entry.

SUBMITTING YOUR ENTRY/NOMINATION

- Only digital entries will be accepted.
- When you submit your digital entry, each separate file must be labelled alphabetically + your unique It List reference code. For example: **A_IT73 B_IT73 C_IT73**
- Your entry must be accompanied by the Creative HEAD folder set out in the category criteria, along with any optional extra materials such as a supplementary video. Your Creative HEAD folder should be labelled Creative HEAD folder + your unique It List reference code. For example: **Creative HEAD folder_IT73**
- Entries must be submitted no later than 5pm on Monday 14 June 2021.

FINALISTS

- Finalists will be notified via email no later than Friday 9 July 2021.
- A list of finalists will be published at creativeheadmag.com/theitlist on Wednesday 7 July 2021.
- Finalists will be invited to attend The It List Grand Final in London on Monday 6 September 2021. Travel expenses cannot be reimbursed.

GENERAL

- The judges' decision is final. No correspondence will be entered into.
- Winners' prizes must be accepted as offered. There is no cash alternative.
- No employee of Alfol Ltd or ghd, or their families, is allowed to enter/ nominate in The It List.
- No entries/nominations will be accepted after 5pm on Monday 14 June 2021.
- If an entry/nomination does not comply with the entry/nomination criteria, it will be disqualified.
- Entry/nomination implies acceptance of these Rules.
- Entries/nominations may not be withdrawn once submitted.
- We will use your details to communicate with you for the duration of the competition. We will not pass on your details to third parties. Visit creativeheadmag.com/privacypolicy. You may contact us at any time to request removal of your data by calling +44 (0)1434 610940.

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It is the responsibility of the entrant to ensure all materials and imagery submitted as part of their entry – including the requested supplementary images – are cleared for publication in any and all of Alfol Ltd print and digital products. This includes all editions of Creative HEAD and all supplements, at creativeheadmag.com, all Creative HEAD social media networks, in any associated competition material, and in any other coverage of and publicity for The It List.