**AYA Category Development Award 2020**



**Guidelines for entry:**

* Application forms for awards entries must be received via email or post by midnight, **31st March, 2020**. Please email the application to: [aoife@ipn.ie](mailto:aoife@ipn.ie)
* Please restrict answers to no more than 250 words unless otherwise stated.
* Supporting material such as annual reports, graphs, videos, financial data may be included.

**Details**

|  |  |
| --- | --- |
| **Pharmacy Name:** |  |
| **Town/City:** |  |
| **Pharmacy Manager Name:** |  |
| **Pharmacy Phone Number:** |  |
| **Email:** |  |
| **Mobile Number:** |  |

|  |  |
| --- | --- |
| **Name of person nominating (If different from above):** |  |
| **Pharmacy Name:** |  |
| **Town/City:** |  |
| **Pharmacy Phone Number:** |  |
| **Email:** |  |
| **Mobile Number:** |  |
| **Is the person/team aware of nomination?** | **Y/N** |

**Names of local newspaper and radio stations you would like to see coverage in:**

**PR & Marketing contacts:**

The next section of the application involves 6 questions. Questions 1- 5 must be answered in no more than 350 words, and question 6 in no more than 1,000 words

Supporting material is permitted and is not included towards your word count.

Please send a maximum of four high res images to accompany your application. All images must contain full captions.

**Deadline for entries: 31st March, 2020**

1. **Please describe the pharmacy which is being nominated for this award and the category which they have developed:**

**2: Please describe staff training strategies specific to this category and how they have been implemented and monitored:**

**3. Please give examples of the measurable benefits of the development initiative:**

**4. Please outline the pharmacy’s understanding of shopper behaviour in this area and how it has been considered in developing this category:**

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|  |

**5. Please demonstrate the measurable benefits – including examples – from this project or initiative:**

**6. In no more than 1,000 words, please describe why you/they deserve the AYA Vitamins, Category Development Award 2020 title:**