

# Best In-house Corporate Team

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**OVERVIEW:** This award will be given to an outstanding in-house corporate events team that delivers exceptional experiences that always smash their objectives. Judges will look for a creative team that has thrived and innovated over the past year and built up a reputation for excellence in everything they do. Entries should include examples of your best work in 2023/2024.

## TEAM OVERVIEW:

1. Please include an overview of your business - including sector, size of your events team and the number and types of events you deliver. Where does your events team sit within the business - under marketing or another business division? Did the team change/grow over the past year?
2. What makes your team brilliant?
3. How do you ensure the team stays engaged and motivated? Please include details such as incentives, reward & recognition, training & education programmes, flexible working allowances, health, and wellbeing, etc.

## EVENTS

1. What makes your event programme outstanding? Have you created or launched any new events or experiences over the past year? If so, please detail.
2. How did your team go over and above to deliver the best events and experiences? Judges will look for innovative approaches in the planning of the events, creativity in the delivery and execution, evidence of the team working together to overcome challenges, and the delivery of outstanding events that always achieve their goals and exceed expectations.
3. What are you doing as a team to be more sustainable and reduce the carbon footprint of your events? Judges will look for event teams that value both the planet and people as well as profit.
4. Please include links to two examples/case studies of events you have delivered in the past year (can be written or video) ideally including details on results and client/delegate feedback.

## FUTURE OUTLOOK

1. How are you looking to build on your success in 2024 and beyond?
2. Are you investing in new skillsets or technology? Do you plan to launch any new events this year?
3. What targets are you setting from an event sustainability perspective?

**SUBMISSIONS:** Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission.

**On submission**, you will also be required to provide a 1200-character **submission overview** which will be used for judging and the live event script (if applicable). This does not count towards your submission word count.

**You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting.** All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2023 and March 2024.**