

# Best Hotel Brand

---

**OVERVIEW:** This category will recognise an exceptional hotel brand that goes above and beyond to meet the ever-changing needs of the meetings and events sector. Judges will be looking for innovation, expertise, and success in all areas, including excellent customer service and support, a first-class portfolio of meetings and events properties with spaces that meet a range of requirements, flexibility in adapting to meet clients evolving demands, and a commitment to sustainability. Entries should include client testimonials and case studies.

**BACKGROUND:** Please give an overview of your hotel brand - including how long it's been in business, the number, type, and location of the properties in your brand portfolio and any recent renovations & new properties. Detail your sales and marketing approach to MICE (e.g., GSO model and/or individual sales teams at the properties?), examples of clients, number, and type of events you have hosted over the past year, and what financial impact/revenue these events have generated.

## EVENTS & SERVICES

1. Describe what makes your hotel brand attractive for event planners. What are the advantages of working with you compared to competitors? What benefits do they get from working with you?
2. Outline your approach to customer service and give examples of where you have excelled. How did you go over and above to deliver the best experience for your clients' events in 2023? How have you adapted your approach post pandemic?
3. Sales & marketing - how did you market your brand and build strong brand awareness and relationships with corporate and agency buyers? Please share details of any campaigns/fam trips/events you organised or partners you worked with over the past year. How does the brand support the hotels in your portfolio?
4. Sustainability - please detail how you are tackling sustainability at brand level. What initiatives have you implemented across the business to reduce your footprint and how are you measuring progress?
5. People - how do you attract & retain the best talent and what makes the company a great place to work? Please include details of your HR policies, including reward & recognition, training & education, DE&I, health & wellbeing etc. How do you ensure your M&E team stays on top of all the latest trends and buying behaviours in the event sector?
6. Include client testimonials and any other information regarding your brand which you think would help convince the judges that you should win this award. In what ways have you been particularly innovative?

## BUSINESS SUCCESS & FUTURE OUTLOOK

1. Outline your success in attracting new clients to your hotels and achieving high customer retention. Describe any particularly effective sales & marketing initiatives which have contributed to this success.
2. How are you looking to build on your success in 2024 and beyond? What is your financial forecast for events business for the next 12 months? How does this compare to 2023?
3. Are you planning any major changes at brand or individual property level, e.g., investment in technology, refurbishments, expansion or new properties, and sustainable initiatives?
4. What sustainable targets are you setting for your brand and how will you measure them?

**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.**