

**OVERVIEW:** The winner of this award will be an outstanding incentive experience that motivated and rewarded incentive winners for achieving their objectives. Judges will look for an original, creative, and engaging campaign/programme that created excitement throughout the qualifying period, culminating in a group trip that made winners feel special and valued. Entries should include client and audience feedback and evidence of how the incentive programme performed against clear objectives and/or metrics.

### BACKGROUND & BRIEF

1. Key details – client, date, project, format, audience profile & numbers, lead time, brief etc.
2. Objectives – what was the purpose of the incentive and what was the desired impact? Please include details of any pre-event research carried out, or any relevant information about the client's business (e.g., recent changes or challenges) or wider sector/economic challenges. Was it a new or existing client?
3. How did you factor sustainability and DE&I into the brief and planning? Judges will be looking for inclusive events where environmental impact has been actively considered and mitigated where possible.

### DELIVERY

1. Solution – what was the proposed solution to the brief and why. Give an overview of the incentive you delivered. What was unique/different? Was it a partner programme?
2. How did you choose the venue(s) and destination? How did they fit with the brand values & overall campaign?
3. Communications - when and how did you launch the campaign and reveal the destination? Please share details of the comms plan and how you created excitement and buzz for potential incentive qualifiers.
4. Programme - what extra touches did you add to create the wow factor e.g., including an activity that they couldn't do on their own, activities authentic to the destination, or any other creative or immersive elements.
5. Technology – please include details of any event technology used to deliver the event, e.g., during the pre-trip communications stage and share how it enhanced the experience.
6. Challenges – did you have to overcome any specific challenges before or during the incentive delivery?

### ENGAGEMENT & MEASUREMENT

1. Did the incentive meet its core objectives? Please include feedback from both the client and attendees.
2. Include any data that can show qualification and engagement levels, engagement, ROI, behavioural change, resulting impact on sales or financial performance, and any other key metrics.
3. How does this compare to previous incentives? How will you use the data to shape future incentives?
4. If you measured and reduced carbon emissions during the planning process, please include details.

**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 2024 and March 2025.**