

Best DE&I Initiative

OVERVIEW: This category will recognise a business initiative or event that prioritised and celebrated diversity, equity, and inclusion (DE&I). Event agencies, venues or organisations that have either implemented new initiatives internally to become more diverse or inclusive as a business, or organised events that created a diverse, accessible, and inclusive environment for the audience, are invited to enter. The category is also open to organisations that are advocating and working to improve DE&I in the wider events industry. The winning initiative or event will need to demonstrate how clear steps were taken to create a safe and inclusive experience/place for all and show how success is being measured against objectives or targets.

BACKGROUND & BRIEF

1. If it was an event, please provide key details such as client, date, project, platform/venue, audience, lead time, brief etc. Did you have to pitch for the event? Was it a new or existing client? Why was the event being held and what was the desired outcome? Why was DE&I particularly important for this event/audience?
2. If you are entering a company, venue, or industry initiative – please give an overview of what your objectives were and why (e.g., to improve diversity in your company, supply chain or wider industry or create a safe and more inclusive workplace/venue) and the processes put in place to achieve this?

DETAIL/DELIVERY

1. Event - if you are entering an event, what was the proposed solution to the brief and why. Give a short overview of the event and detail how DE&I was considered and included at every stage of planning and execution. How did you make sure a safe space/environment was created for all? Did you seek external or specialist advice?
2. If you are entering a company or venue initiative - how did you go about setting, measuring, and achieving your objectives? Did you partner with any DE&I specialists to help you set and manage your goals? Did you work with partners, e.g., educational institutions such as schools and colleges or social enterprises to attract a more diverse talent pool, invest in DE&I training for your team, consider accessibility when designing your workplace or venue? How are you catering to diverse needs, be they religious, cultural, gender, neuro-diverse or other? How did you engage your team in the process?
3. Challenges – for all the above, please detail any specific challenges you have faced regarding DE&I and explain how you overcame them.
4. Give any other information regarding your organisation's approach to DE&I which you think would help convince the judges that you should win this award.

IMPACT

1. Did your event or initiative meet its objectives? Please include any data that can back up your entry.
2. How are you looking to build on what you have achieved so far in 2024 and beyond? What are the next targets or steps you are setting to improve DE&I.
3. If it was an event - how will you use your learnings to influence and shape future events? If an industry-wide initiative - how has your organisation or initiative benefited the wider industry?

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.**