

Best Representation Company

OVERVIEW: Representation companies provide invaluable sales and marketing support to international hotels, DMCs and suppliers wanting to attract business from the UK meetings and events sector, while supporting event buyers with finding the right partners to elevate their events. This award will recognise an outstanding UK-based representation company that excels in raising brand awareness, developing new business opportunities, building, and maintaining strong buyer relationships, and confirming bookings for its portfolio of clients. Judges will look for excellence in all areas including UK market knowledge and relationships, innovative approaches to getting clients in front of buyers and customer service and support.

BACKGROUND: Please give an overview of your company - including size of team, how long you have been in business, client portfolio (and why you work with the clients you work with e.g., specific type of property or business), services you provide for clients, any new partners/clients you added to your portfolio in 2024/2025, number and types of proposals and events you have supported over the past year, and what financial impact/revenue these events have generated for your business and your clients businesses.

EVENTS & SERVICES

1. What's your USP and what are the advantages of working with you, both for your clients and buyers?
2. Outline your approach to customer service and give examples of where you have excelled. How did you go over and above to deliver business for your clients, and a seamless experience for buyers?
3. Relationships & market knowledge - how do you ensure you stay on top of the UK market, including key trends and buying patterns, and build and maintain strong relationships?
4. Sales & marketing - how did you market your clients and build strong brand awareness in the UK market? Please share details of any campaigns/events/fam trips you ran and partners you worked with.
5. Sustainability - please detail how you are working with your clients to tackle sustainability.
6. Include two examples from the past year of business you have helped your clients win, including what the event was, the value of the business (will be kept confidential), and client and buyer testimonials.
7. Give any other information regarding your organisation which you think would help convince the judges that you should win this award. In what ways have you been particularly innovative?

BUSINESS SUCCESS & OUTLOOK

1. Outline your success in achieving high customer satisfaction and retention and attracting new clients.
2. How are you looking to build on your success in 2025 and beyond? What is your financial forecast for the next 12 months and how does this compare to 2024? Are you planning to expand your client portfolio? What targets are you setting to become more sustainable as a business?

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.**