

Best UK Event Venue

OVERVIEW: This award will be given to the Best UK Event Venue. The category is open to any UK-based venues including purpose-built event venues, conference centres and unique, academic, sporting or historical venues. Judges will be looking for innovation, versatile and well-designed spaces that meet a range of client requirements and event formats, excellent customer service and support and a commitment to sustainability. Entries should include client testimonials and case studies.

BACKGROUND: Please give an overview of your venue - including location, size, how long it's been in existence, the spaces you have available and capacities, facilities and services, any recent renovations, examples of clients, number, and type of events you have hosted over the past year, competitive pricing and value for money, and what financial impact/revenue these events have generated.

EVENTS & SERVICES

1. What makes your venue stand out from the crowd? Describe why your spaces are attractive for event planners. What are the advantages of holding events at your venue as opposed to a competitor?
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 2024?
3. Extras - how do you work with your clients to ensure the venue meets their technology needs? Do you provide AV support? How do you offer excellence in your catering service? Give any other relevant information on your facilities or services that demonstrate why your venue is outstanding.
4. Sustainability - please detail how your venue is tackling sustainability. What initiatives have you implemented to reduce your carbon footprint and how are you measuring your progress?
5. People - how do you attract & retain the best talent and what makes your venue a great place to work? Provide details on your HR policies, including reward & recognition, training & education, wellbeing etc
6. Please include links to two examples/case studies of client events hosted at your venue in the past year (can be written or video) ideally including details on results and client/delegate feedback.

BUSINESS SUCCESS & OUTLOOK

1. Outline your success in attracting new clients to the venue 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 2025 and beyond? What is your financial forecast for the next 12 months? Are you planning any refurbishments, tech investments or expansion?
3. What targets are you setting for your venue to become more sustainable?

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.**