

Best UK Event Hotel

OVERVIEW: This award will be given to the Best UK Event Hotel and is open to any UK-based hotels with event facilities, from boutique properties to large conference hotels. Judges will be looking for innovation, versatile and well-designed spaces that meet a range of client requirements and event formats, flexibility, 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 hotel - including location, size, how long it's been in existence, number of bedrooms, the event spaces you have available and capacities, restaurant facilities and services, spa (if relevant), and any recent renovations. Please also detail examples of clients, number, and type of events you have hosted over the past year, competitive pricing and value for money, what percentage of rooms you are able to offer event groups (do you offer exclusive buyouts?), and what financial impact/revenue these events have generated.

EVENTS & SERVICES

1. What makes your hotel stand out from the crowd? Describe why your property is 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 you meet 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 hotel is outstanding e.g., spa and wellbeing packages for groups or incentive experiences such as outdoor activities or masterclasses,
4. Sustainability - please detail how your hotel 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 hotel a great place to work? Provide details on staff 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 hotel 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.**