

Best Celebratory or Awards Event

OVERVIEW: The winner of this category will be a celebratory or awards event that demonstrates excellence across all areas including creativity, engagement, sustainability, and innovative use of technology. Judges will look for a compelling, impactful, and memorable experience that delighted and engaged its audience, made the winners feel special and valued, and delivered ROI for sponsors (where applicable). Entries should include client and audience feedback and proof of how the event 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 event 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.
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 considered and mitigated where possible.

DELIVERY

1. Solution – what was the proposed solution to the brief and why. Give an overview of the actual event that was delivered. What was unique/different? If an annual event, how did it differ from previous years?
2. How did you decide on the venue(s) and destination?
3. How did you make the event engaging and interactive, e.g., choice of presenter, format, venue layout, entertainment, F&B, any other creative or immersive elements?
4. Technology – please include details of any event technology used to deliver the event and why.
5. If the event was live, did you extend the reach pre- or post-event via virtual content? If hybrid, how did you make the experience work for both digital and live audiences?
6. Challenges – did you have to overcome any specific challenges before or during the event?
7. Sponsorship - did the event have sponsors? How did you deliver on their objectives?

ENGAGEMENT & MEASUREMENT

1. Did the event meet its overall objectives? Please include feedback from both the client and attendees, and sponsors if applicable.
2. Include any data that can show attendance and engagement levels, interactivity, ROI, behavioural change, and any other key metrics. How does this compare to previous events?
3. If the event was revenue generating - please provide details of revenue (this will be kept confidential).
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.**