

# Best Event Industry Newcomer 2025

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**OVERVIEW:** This new award is designed to recognise and celebrate an outstanding new business in the UK event industry. You could be a new event agency, a new venue, consultancy, social enterprise, product or supplier to the sector, and need to be less than three years old. Judges will look for a business that has built up strong brand awareness, is disrupting and challenging the status quo, winning business, and delivering exceptional service for clients. Entries should provide evidence of creativity, innovation and growth and include business case studies.

## COMPANY OVERVIEW:

1. Please include an overview of your business, including staff numbers, type of services or events you offer, and financial performance over the past year.
2. Why did you decide to launch this business? Did you see a gap in the market for new services or skills?
3. How has your business/team evolved since launch and over the past year? Have you expanded, launched new services, or made any other changes?
4. How do you attract & retain the best talent and what makes your business a great place to work
5. What are you doing as a business to incorporate ESG? Judges will look for a business that values both the planet and people as well as profit.

## EVENTS & SERVICES

1. What makes you stand out from the crowd? What's your USP and why do clients work with you?
2. Have you created or launched any services, experiences or products over the past year?
3. How did you go over and above to deliver the best service for your clients in 2024? Have you retained clients or won any new ones? (This information will be treated confidentially).
4. Please include links to two examples/case studies of work you have delivered for clients in the past year (can be written or video) ideally including details on results and client/delegate feedback.

## FUTURE OUTLOOK

1. How are you looking to build on your success in 2025 and beyond?
2. Are you investing in new skillsets or technology? Do you plan to launch any new products or services?
3. What is your financial forecast for the next 12 months?
4. What targets are you setting for your business when it comes to sustainability and DE&I?

**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.**