



UK Event Awards 2014

Call for Entries

Whether you have staged a hugely successful annual event, launched a brand new one, or created a unique, never-to-be-repeated experience, this is your chance to demonstrate that you can create events that meet and exceed your objectives.

So, whether you organise or promote, are a venue/hotel or an industry supplier, this is your chance to prove to peers, competitors and clients that you are the best at what you do.

With thanks to our sponsors and supporters:



Organised by:



Deadline for entries:

5pm Wednesday 27th August 2014

www.ukeventawards.com

Twitter: [@ukeventawards](https://twitter.com/ukeventawards)

UK Event Awards 2014

Call for Entries



Who can enter?

- Suppliers and event managers who can prove they are providing ongoing value and points of difference
- Event promoters or organisers who can demonstrate the marketing skills crucial to successful events whether staged for the public, businesses, clients or in-house teams
- Venues or suppliers that can show how they contribute to the events industry

What can you enter?

- Annual events that are improving or growing
- Regular events that are being refreshed
- New events that are creating a difference
- Events that are important to the local or national economy
- Events that promote places, companies, people or causes
- Events organised by organisers on a national or international stage
- Events staged in the UK regardless of who has organised it

Why Enter?

- Demonstrate your talent and skills to your company and clients
- Demonstrate your event skills, knowledge, delivery and results against your rivals and peers
- Stand out from the competition
- Gain fantastic PR opportunities
- Boost morale throughout your company and reward your hardworking team(s)
- Highlight the importance of events
- Reassure clients that you are the best company for the job

Judging

The awards will be judged by a panel of individuals with extensive experience within the events industry and will be announced online at www.ukeventawards.com. The full list of awards judges can be found at www.ukeventawards.com/judges.

What/who is eligible to enter?

- Any event or event service delivered between 1st July 2013 and August 27th 2014.
- Any event staged in the UK regardless of who has organised it.
- Any event staged abroad as long as the organiser is based in the UK.
- Event organisers, promoters, venues, suppliers and in-house event teams – or any company that can prove effectiveness in one of the category disciplines.

Entry Fees

The entry fee for your first entry is £180 + Vat and for each additional entry £110 + vat

Charity Rate - Only registered charities will be eligible for this discounted entry fee.

The entry fee for your first entry is £135 + Vat and for each additional entry £82 + vat

Deadline for entering

5pm Wednesday 27th August

Awards ceremony

The results of the UK Event Awards will be announced at a black-tie awards ceremony later in the year. Date and venue will be announced on www.ukeventawards.com.

How to enter

- Log on to **www.ukeventawards.com**
- Click the “Register here” button on the homepage to create your account
- Browse the categories, in this entry form or on the categories page on the website, to decide which ones suit you best.
- Go to the ‘Enter’ page and complete the submission details as indicated
- Download the awards template (word document) to help you write your report
- Upload your report (PDF/Word (.doc/.docx) max size 10mb) in the box provided
- Upload your company logo in the box provided (Jpeg max size 10mb)
- Attach a leading image in the box provided to support your report (Jpeg max size 10mb) Please note this image will go live in the event of your work being nominated
- Upload up to 3 additional images in the boxes provided to support your entry (Jpeg max size 10mb)
- If you wish to include a short film to supplement your entry you may upload this in the box provided, this is not compulsory (FLV, AVI, MOV, MP4, MP3, WAV or MPG. Max 20mb. Upload requires Flash version 9 or above.)
- Follow the onscreen instructions to submit your entry and make payment.
- If you have a discount code, please use this in the box provided
- A confirmation email will be sent to you and a receipt will be issued to you within a few days
- If you wish to add more entries at a later date you may do so by signing in, uploading your entry and making payment

For more information please contact **Kimberley Baran** on **0141 559 6078** or kimberley.baran@thedrum.com

Deadline for entries:
5pm Wednesday 27th August 2014
Enter at **www.ukeventawards.com**

UK Event Awards 2014

Call for Entries



Categories

Overall Awards – (categories 1 and 2 are selected from all the entries and need not be entered)

- 1 Grand Prix**
- 2 Chairman's Award**

Business to Business

- 3 Conference of the Year** – for any conference
- 4 Corporate Event of the Year** – such as corporate hospitality, Christmas party, team building, golf days etc.

Leisure/Consumer

- 5 Cultural Event of the Year** – e.g. music, literature, visual art, performance art
- 6 Sports Event of the Year** – any event involving sporting activity such as spectator tournaments, participating events

Business to Business or Leisure / Consumer

- 7 Incentive Event of the Year** – for events as a reward for performance
- 8 Awards Scheme of the Year** – for any award-type event
- 9 Exhibition of the Year** – B2B or B2C e.g. leisure shows, topic related exhibitions open to the public
- 10 In-House Event of the Year** – any event organised by an in-house team
- 11 Product Launch of the Year** – for events staged to launch new products or services

- 12 Large Event of the Year** (5,000+ attendees)
- 13 Small Event of the Year** (<5,000 attendees)
- 14 Festival of the Year**

Supplier Awards

- 15 Large Venue* of the Year** – with a capacity of 401 delegates or more
- 16 Small Venue* of the Year** – with a capacity of 400 delegates or less
**open to all conference centres, hotels, restaurants, museums, country homes, pubs, clubs or any place hosting an event.*
- 17 Unusual Venue of the Year** – any venue which hosts events as their secondary function or any venue that is not a hotel or conference centre.
- 18 Event Caterer of the Year** – open to in house or external caterers of any size or type
- 19 AV/Production Company of the Year** – open to AV and other technical suppliers
- 20 Event Services Supplier of the Year** – any company that supplies a product / service to the events industry. Includes logistics, planning, security, ticketing, tent & marquees and entertainment companies etc
- 21 Event Agency of the Year** – Any company that produces and manages events for an external client.

Event Marketing Skills Awards

- 22 Event Marketing/PR Strategy of the Year**
- 23 Event Sponsorship of the Year**

Other

- 24 The Green Award**
- 25 Cause Related/Charity Event of the Year**
- 26 Educational Event of the Year** – for events that focus on the advancement of education or are organised by educational establishments
- 27 Experiential Event of the Year** – to demonstrate how events activity fit in with the broader brand experience campaign or initiative
- 28 Best use of Event Technology of the Year** – to show technological innovations in events and/or demonstrate how technology is used and integrated into the success of the event. This can include virtual events.
- 29 International Event of the Year** – for any international event organised by a UK or international company

For more information please contact **Kimberley Baran** on **0141 559 6078** or kimberley.baran@thedrum.com

Deadline for entries:
5pm Wednesday 27th August 2014
Enter at www.ukeventawards.com

UK Event Awards 2014

Call for Entries



Writing your report

Business to Business, Leisure, Consumer Categories and 'Other'

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words.
- Please include images to support your entry.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- Your full report must cover all of the points below.

1. Purpose of Event

- What was the background to the event and why did you do it?
- Was there a brief from a client?
- What was the story?

2. Objectives of Event

- Attendance
- Income (if applicable)
- Expenditure
- What did you hope to achieve?

3. Solution

- What was your strategy?
- What did you do?
- What was the makeup of the team who worked on the event?
- How did you plan operations, marketing and sponsorship (if applicable)?
- Who were your suppliers and why?
- What was the duration of the event including build & break down?

4. Results

- Show clear results figures
- What was the outcome?
- To what extent did you meet each of the objectives outlined in section 2?
- What feedback did you get?
- What press coverage did you achieve?
- How would you summarise the outcome of the event?
- You may include client testimonials if appropriate

Event Marketing Skills Categories

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words.
- Please include images to support your entry.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- Your full report must cover all of the points below.

1. Objectives

- What was the event/sponsor product you were promoting and what were its objectives?
- What were your specific marketing objectives e.g. increased delegate numbers, specific amount of press coverage, targeting a niche audience, targeting a wide audience, increasing staff involvement in in-house events, improved awareness/sampling/purchase of sponsor brand.

2. Starting point

- Current marketing position.
- Budgets and resources available.

3. Solution

- Actions taken, branding and marketing activities carried out, methods of communication, timescale, expenditure.

4. Results

- Qualitative and quantitative results including return on investment, awareness, press coverage if appropriate.
- You may include client testimonials if appropriate.

For more information please contact **Kimberley Baran** on **0141 559 6078** or **kimberley.baran@thedrum.com**

Deadline for entries:
5pm Wednesday 27th August 2014
Enter at **www.ukeventawards.com**

UK Event Awards 2014

Call for Entries



Writing your report cont.

Supplier Awards

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words.
- Please include images to support your enter.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- Your full report must cover all of the points below. If you exclude the points detailed, you reduce your chance of being nominated.

Describe the service you provide

- In what ways do you consider it to be unique or better than your rival suppliers?
- What innovations have you introduced throughout the last year?
- Which events did you contribute to in the last year?
- How many clients did you have in 2013/2014 and who were they?
- Did you win new clients throughout the year?
- In what way did you improve your client service throughout the period e.g. new products and services, customer loyalty programmes, customer care programmes, improved facilities.
- Provide two case studies of events, including the brief, operation and results.
- You may Include client testimonials if appropriate.

Judging Criteria

The judges will be looking for evidence of clear strategic thinking, innovation and effectiveness. Key factors that will be looked at are the tangible results and proof of effectiveness.

In particular, the judges will be looking for:

- understanding of the brief or objective
- innovative thinking and creativity
- strategic planning
- tangible results which prove effectiveness

Submission formats

- **Report:** Word (.doc/.docx) document or PDF not in excess of 10mb.
- **Images:** One leading image (Please note: this will appear on the website to promote your entry if you are nominated) plus 3 other images as required. Jpeg max size 10mb.
- **Video footage:** FLV, AVI, MOV, MP4, MP3, WAV or MPG. Upload requires Flash version 9 or above. (not compulsory).
- **Marketing material:** If you wish to provide any physical material to support your entry e.g. brochures. Please send these to Kimberley Baran, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow G1 5AB to arrive not later than the deadline. Please clearly mark these with your name, company and report title.

Please note:

- You may enter the same event into more than one category if it is appropriate.
- Events entered into more than one category will be treated as a completely separate entry and payment is required for each.
- Events/hotels/venues that have been previously entered can be entered again but only if there has been further developments and new outcomes.
- Please ensure your entry is supplied in the specified format and complies with the word counts and requested information otherwise your entry may be discounted.
- When writing your report don't assume the judges have attended the event or know anything about the event.
- Give clear concise answers on the brief, the objectives and results.

For more information please contact **Kimberley Baran** on **0141 559 6078** or **kimberley.baran@thedrum.com**

Deadline for entries:
5pm Wednesday 27th August 2014
Enter at **www.ukeventawards.com**

UK Event Awards 2014

Call for Entries



General Rules

1. All events must have taken place between 1st July 2013 and 27th August 2014.
2. All entries must be uploaded in the specification stated in the submission format.
3. All entries must be submitted online.
4. Entries must be received no later than 5pm Wednesday 27th August 2014. Please note we cannot guarantee that entries received after this deadline will be considered.
5. The judges reserve the right to re-allocate entries which, in their view, are incorrectly entered.
6. The organisers reserve the right to retain entries for subsequent publication\exhibition in connection with the awards.
7. No correspondence will be entered into regarding entries.
8. The judges' decision is final.
9. If you do not abide by the rules, which results in a cost to Carnyx Group Limited, then you are liable for those costs.

For more information please contact **Kimberley Baran** on **0141 559 6078** or kimberley.baran@thedrum.com

Deadline for entries:
5pm Wednesday 27th August 2014
Enter at www.ukeventawards.com