CATEGORIES FOR 2027 - Germany

1. BEST MOTIVATIONAL EVENT

This Award recognises virtual or live events that communicate key messages effectively, strengthen relationships and engage delegates through creative, innovative design.

Successful entries will demonstrate clear objectives and show how the event motivated, inspired and educated delegates while delivering a memorable and enjoyable experience.

WHAT THE JUDGES ARE LOOKING FOR

- Clear objectives and results
- Delegate experience supported by measurable satisfaction
- Innovation and creativity across any event format
- Demonstrated impact and standout features
- A post-event call to action with measurable follow-up

QUESTIONS

1. Name of Event
2. Name of Organisation
3. What was the location of your event and venue
4. Country where the event took place
5. City (or cities) where the event took place
6. Are you running the event next year? If yes, which destination is known?
7. Does this event rotate between cities each year?
8. Did you use an agency to deliver to the event?
9. What was the size of the event (number of attendees)?

10. Market Background: (100 words - 2 points)
What prompted the need for this event?

11. The Brief: (200 words - 4 points)
What were its objectives; were there any particular considerations: timescales, logistical challenges, audience requirements etc?

12. Solution: (200 words - 4 points)
How did you respond to the brief and address particular considerations?

13. Delivery: (500 words - 10 points)
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience

14. Outcome: (300 words - 8 points)
Show evidence of success. How were the original objectives met? What was achieved strategically? What difference did the event make?

15. What was the business impact of the event for your organisation **(300 words – 8 points)**

16. Summary: (100 words - 2 points)
What made this event special? What are you most proud of? (Testimonials can be included)

17. Sustainability (500 words - 10 points)
What positive environmental, social, diversity and inclusion results did your event achieve?

18. Summary Video (5 points):
Why do you think your event should win? (iphone format, with a snippet of the event)

19. **Supporting Document 1** (Optional):
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20. **Supporting Document 2** (Optional):
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Both (UK and US)

2. BEST INTERNATIONAL EVENT

This category focuses on the challenges of communicating effectively on an international stage and managing the growth of your global community. Your team may have delivered events overseas or brought together audiences from multiple countries and cultures.

Regardless of the event's size, judges are looking for the specific challenges you faced in delivering an international experience, the strategic outcomes achieved, and the overall impact on your community.

WHAT THE JUDGES ARE LOOKING FOR

- A clear strategy for planning and delivering the international event.
- Evidence of community engagement and positive audience impact.
- The main challenges faced during international delivery.
- How those challenges were resolved.
- The overall results and what made the event stand out.

QUESTIONS

1. Name of Event
2. Name of Organisation
3. What was the location of your event and venue
4. Country where the event took place
5. City (or cities) where the event took place
6. Are you running the event next year? If yes, which destination is known?
7. Does this event rotate between cities each year?
8. Did you use an agency to deliver to the event?
9. What was the size of the event (number of attendees)?

10. **Market Background (100 words - 2 points)**:
    What prompted the need for this event?

11. **The Brief: (200 words - 4 points)**
    What were its objectives? Were there any particular considerations: timescales, logistical challenges, audience requirements etc?

12. **Solution: (200 words - 4 points)**
    How did you respond to the brief and address particular considerations?

13. **Delivery: (500 words - 10 points)**
    Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with.

14. **Describe the delegate/guest experience (500 words - 10 points)**

15. **Outcome: (300 words – 8 points)**
    Show evidence of success. How were the original objectives met? What was achieved strategically? What difference did the event make?

16. What was the business impact of the event for your organisation **(300 words – 8 points)**

17. **Summary: (100 words - 2 points)**
    What made this event special? What are you most proud of? What were its unique aspects? (Testimonials can be included)

18. **Sustainability (500 words - 10 points)**
    What positive environmental, social, diversity and inclusion results did your event achieve?

19. **Summary Video (5 points):**
    Why do you think your event should win? (iphone format, with a snippet of the event)

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3. LOGISTICAL CHALLENGE OF THE YEAR

Every event faces its own set of challenges, and this Award celebrates the teams who rise to meet them. The Logistical Challenge Award recognises individuals or teams who have shown exceptional problem-solving skills, resilience and creativity to make the seemingly impossible happen. Whether navigating a last-minute change, managing stretched resources or delivering under intense time pressure, the winner will demonstrate how they overcame these challenges and turned the event into a success.

WHAT THE JUDGES ARE LOOKING FOR

- What made the event feel impossible to deliver
- How the team worked together to solve the problem
- Evidence that the logistical challenges were successfully overcome
- The impact the solution had on the event's overall success

QUESTIONS

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7. Does this event rotate between cities each year?
8. Did you use an agency to deliver to the event?
9. What was the size of the event (number of attendees)?
10. **Market background: (100 words – 2 points)**
    What prompted the need for this event?
11. **The Brief: (200 words - 4 points)**
    What were the event's objectives? What was the biggest challenge faced? Detail any other particular considerations: timescales, audience requirements etc.

12. **Solution: (200 words - 4 points)**
    How did you respond to the brief and address particular considerations?

13. **Delivery: (500 words - 10 points)**
    Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience

14. **Outcome: (300 words - 8 points)**
    Show evidence of success. How were the original objectives met? How did you successfully overcome the logistical challenges? What difference did the event make?

15. What was the business impact of the event for your organisation **(300 words – 8 points)**

16. **Summary**: **(100 words - 2 points)**
    What made this event special? What are you most proud of? How was it a logistical triumph? (testimonials can be included)

17. **Sustainability (500 words - 10 points)**
    What positive environmental, social, diversity and inclusion results did your event achieve?

18. **Summary Video (5 points):**
    Why do you think your event should win? (iphone format, with a snippet of the event)

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4. **BEST BRAND EXPERIENCE**

Brand experience has become a key indicator of communication success. This award recognises teams who truly understand their organisation's brand values and have translated them into experiences that clearly express, support and elevate core messages.

Entrants must show how the delegate experience was shaped around the audience's demographics and their familiarity with the brand, ensuring every touchpoint reflected the organisation's identity.

WHAT THE JUDGES ARE LOOKING FOR

- A clear and coherent journey from the initial brief through to methodology and final results
- Evidence of thorough research and considered selection of tools, services and approaches
- Demonstration of how the delegate experience successfully reinforced the organisation's brand values
- Unique or standout elements that emerged from the ideas and creative execution
- An explanation of key challenges and how they were addressed
- Strong final results, with clear measurement against the original brief

QUESTIONS

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5. City (or cities) where the event took place
6. Are you running the event next year? If yes, which destination is known?
7. Does this event rotate between cities each year?
8. Did you use an agency to deliver to the event?
9. What was the size of the event (number of attendees)?

10. **Overview: (100 words 2 points**)
    What was the objective and business need of the experience?

11. **The Brief: (200 words 4 points)**
    What were its objectives? Were there any particular considerations such as timescales, technological challenges, team liaison, audience requirements etc?

    Solution: (200 words): How did you respond to the brief and address particular considerations?

12. **Delivery: (500 words 10 points)**
    Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience

13. **Outcome: (300 words 8 points)**
    Show evidence of success. How were the original objectives met?

14. What was the business impact of the event **(300 words – 8 points)**

15. **Summary: (100 words 2 points)**
    What made this event special? What are you most proud of? (Testimonials can be included)

16. **Sustainability (500 words - 10 points)**
    What positive environmental, social, diversity and inclusion results did your event achieve?

17. **Summary Video (5 points):**
    Why do you think your event should win? (iphone format, with a snippet of the event)

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1. BEST CONTENT & FORMAT DESIGN – AGENDAS, PEER-LED FORMATS, CAMPFIRES

This category recognises events that excel in designing content, agendas and formats that create meaningful engagement, knowledge exchange and audience connection. It celebrates innovative approaches to structuring sessions — from peer-led discussions and campfires to interactive agendas, collaborative formats and creative content flows.

Judges will be looking for clarity of purpose, smart structuring, originality, and the ability to shape content that resonates deeply with the audience and drives outcomes.

WHAT THE JUDGES ARE LOOKING FOR

- A clear strategic approach to designing the content, agenda or session format
- Evidence of how the format aligned to audience needs, behaviours and learning preferences
- Innovative or original formats such as campfires, peer-led sessions, interactive elements or new content structures
- Creativity in how content was presented, shared or co-created
- How the design increased engagement, participation and collaboration
- Examples of how the content or format solved a challenge, unlocked conversation or enhanced learning

QUESTIONS

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8. Did you use an agency to deliver to the event?
9. What was the size of the event (number of attendees)?

10. **Market Background: (100 words – 2 points)**
    Explain what prompted the need to design a new content strategy or event format. Describe the challenge, audience expectations or organisational context that led you to rethink the agenda or interaction model.

11. **The Brief: (200 words – 4 points)**
    Describe the objectives related to content and format design. Explain what the agenda or content experience needed to achieve, what gaps or improvements you were targeting, and how the audience profile shaped the requirements.

12. **Delivery: (500 words – 10 points)**
    Introduce the internal team and outline involvement from external partners such as facilitators, content designers or agencies. Describe how you designed and delivered the content experience, including agenda development, session formats, speaker curation, facilitation style, flow, timing and engagement structure. Explain any challenges in developing content or securing speakers, and describe how you addressed them. Highlight any creative ideas, frameworks or innovations that enhanced the design.

13. **Delegate Experience: (500 words – 10 points)**
    Describe the experience of the attendees as they engaged with the content. Explain how they interacted, learned, collaborated or contributed. Reflect on how the agenda design shaped the energy, flow and outcomes of the event, and include examples of peer-to-peer moments, campfires, co-creation, interactivity or unexpected conversations that emerged.

14. **Outcome: (300 words – 8 points)**
    Explain the impact of your content and format design on the event's goals. Describe results such as improved engagement, participation, understanding, alignment, satisfaction or collaboration. Include metrics, insights or feedback that demonstrate the success of the programme.

15. **Summary: (100 words – 2 points)**
    Summarise what made your content and format design special. Explain what you are most proud of and what unique elements defined the success of the agenda. You may include a short testimonial if relevant.

16. **Sustainability: (500 words - 10 points)**
    What positive environmental, social, diversity and inclusion results did your event achieve?

17. **Summary Video - Why should you win (Extra 5 points)**
    Why do you think your event should win? Send a iphone format explaining why your entry should win.

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2. BEST EVENT SERVICE IMPROVEMENT

This category recognizes events that have strategically developed existing event services or successfully introduced new ones to sustainably improve efficiency, quality, and the participant experience. The focus is on well-conceived service concepts that address specific needs, optimize processes, and create measurable added value for participants, stakeholders, or partners.

Submissions should demonstrate how services were strategically analyzed, rethought or optimized, and what positive impact these improvements had on the execution, perception and effect of the event.

WHAT THE JUDGES ARE LOOKING FOR

- A clear starting point: Which services should be improved or newly developed, and why?
- The strategic approach and objective behind the service improvement
- Specific measures for optimizing or redesigning event services
- Evidence of an improved participant or stakeholder experience
- Measurable results, efficiency gains, or qualitative improvements
- Special or innovative service elements that significantly enhanced the event

QUESTIONS

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27. Name of Organisation
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29. Country where the event took place
30. City (or cities) where the event took place
31. Are you running the event next year? If yes, which destination is known?
32. Does this event rotate between cities each year?
33. Did you use an agency to deliver to the event?
34. What was the size of the event (number of attendees)?

35. **What service problem or limitation did you want to improve, and how did you substantiate this (e.g., through data, feedback, incidents, SLAs)?**

36. **What specific measures did you implement (processes, employees, technology, suppliers), and what was the timeline from diagnosis to implementation ?**

37. **Describe the delegate/ guest experience: (500 words – 10 points)**

38. **What measurable effects has the improvement achieved (e.g., time savings, error reduction, increase in NPS/CSAT, decrease in complaints, cost/value contribution, compliance/risk reduction)?**

39. **How did you sustainably embed the improvement (e.g., training, governance, quality assurance, documentation), and what insights did you gain that others could replicate?**

40. **Sustainability: (500 words - 10 points)**
    What positive environmental, social, diversity and inclusion results did your event achieve?

41. **Summary Video - Why should you win (Extra 5 points)**
    Why do you think your event should win? Send a iphone format explaining why your entry should win.

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3. BEST COMMUNITY ENGAGEMENT

This award recognizes submissions that have structured an event in such a way that communication methods have been effectively developed to inform, engage, and take action to support and enhance their organization's community initiatives.

This category offers the opportunity to showcase your commitment to supporting the community and D&I initiatives. Your event can be part of a portfolio of interaction and engagement activities.

You must demonstrate how you have considered the core values of your organization's social engagement in the planning, creation, and implementation.

WHAT THE JUDGES ARE LOOKING FOR

- Evidence of a coherent journey from briefing through methodology to result.
- Evidence of research and procurement of tools, services and methods.
- How and why the participants' experience led to an understanding of your organization's commitment to the community.
- What unique aspects emerged from the implementation of adopted ideas?
- Overall results for the participant experience and how these were measured based on the briefing.

QUESTIONS

49. Name of Event

50. Name of Organisation

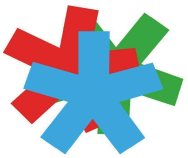
51. What was the location of your event and venue

52. Country where the event took place

53. City (or cities) where the event took place

54. Are you running the event next year? If yes, which destination is known?

55. Does this event rotate between cities each year?



56. Did you use an agency to deliver to the event?

57. What was the size of the event (number of attendees)?

58. **Market Background: (100 words – 2 points)**
What was the trigger or reason for this event? *

59. **The Brief: (200 words – 4 points)**
What objectives were pursued? Were there any special conditions or requirements, e.g., time constraints, logistical challenges, or specific needs of the target group? *

60. **Solution: (500 words – 10 points)**
How was the briefing addressed, and how were the specific requirements considered and implemented? *

61. **Procedure: (500 words – 10 points)**
Introduce the internal team and describe the involvement of all key external suppliers. Show how specific challenges were overcome, which areas were particularly innovative, and how unexpected problems were handled. *

62. **Outcome: (300 words – 8 points)**
Demonstrate the success of the event. To what extent were the original objectives achieved? What strategic results were achieved? What impact did the event have?

63. Business benefits for your organisation (300 words) What specific benefits or impact did the event have on your organisation?

64. **Summary: (100 words – 2 points)**
What made this event special? What are you particularly proud of?

65. Sustainability: (500 words - 10 points)
What positive environmental, social, diversity and inclusion results did your event achieve?

66. Summary Video - Why should you win (Extra 5 points)
Why do you think your event should win? Send a iphone format explaining why your entry should win.

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