CATEGORIES FOR 2027 - UK

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 if 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):
    (If there are any issues uploading your documents, please send them to support@intcorpevents.com with the name of the entry they should be attached to)

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25. If your company is shortlisted, we would like to schedule an interview with one of our supporters to talk about your event. Please select which date is convenient.

w/c 3rd Aug

w/c 13th Aug

w/c 20th Aug

w/c 27th Aug

26. You are entering the UK AWARDS. Would you like us to include the entry into the following awards?

German Awards, 1 July 2027

US Awards, 15 July 2027

Both (US and Germany)

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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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 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):**
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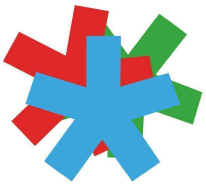

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4. **BEST THIRD PARTY COLLABORATION**

Strong collaboration between corporate teams and third-party partners is essential to delivering successful events. To win the Best Third Party Collaboration Award, the partnership must demonstrate seamless teamwork, aligned objectives and a shared commitment to excellence. Judges will look for evidence of how the relationship was built, how well the third party understood your organisation and goals, and how this collaboration strengthened the event.

This category is your opportunity to showcase how you developed a trusted, high-performing relationship that delivered and exceeded expectations.

**Please note that if you are an Agency or a Supplier, you must enter on behalf of your client. If the entry is for the agency or supplier themselves, this will be excluded. Entries made on behalf of a client must ensure the client attends the Awards ceremony with the agency or supplier that entered them.

WHAT THE JUDGES ARE LOOKING FOR

- Clear objectives and a well-defined approach showing how they were met
- Evidence of effective collaboration between the client and the third party
- Demonstrable results that highlight the success of the partnership
- Examples of seamless communication, shared understanding and aligned expectations
- Insight into how trust was built and how each side contributed to delivering the event

QUESTIONS

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

9. **Market Background: (100 words 2 points)**
   Describe the team and the agency collaboration.

10. **The Brief: (200 words 4 points)**
    What were the event's objectives; were there any particular considerations: timescales, logistical challenges, audience requirements etc? What did the team bring to the table

11. **Solution: (200 words 4 points)**
    How did the collaboration enhance the event?

12. **Delivery: (500 words 10 points)**
    Describe the involvement of the external agency. Show how your partnership met specific challenges, mention any areas of innovation introduced, and/or 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? What was achieved strategically?

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

15. **Summary: (100 words - 2 points)**
    What made this event special? How do you believe your collaboration with the agency enhanced the quality and delivery of your event? (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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5. **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?

12. **Solution: (200 words):** 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?

15. What was the business impact of the event **(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)

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6. BEST IN-HOUSE TEAM OF THE YEAR

Trust, commitment and a 'can-do' mindset are the foundations of an exceptional team. This Award celebrates teams who work seamlessly across departments, support one another under pressure and consistently rise to the challenges of event delivery.

The winning team will clearly demonstrate what makes them extraordinary, showcasing examples of outstanding teamwork. Entrants should highlight how tight deadlines were met and how the team continues to deliver successful events time and time again.

WHAT THE JUDGES ARE LOOKING FOR

- A clear overview of the team, including each member's role and the skills they contribute
- Evidence from at least two events where strong teamwork directly improved the outcome
- A description of key challenges the team faced and how they were successfully overcome
- Examples of collaboration, communication and problem-solving in action

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. How many people are in your event team? 1-5, 6-10, etc as per research
9. Please outline the structure of your team? **(200 words – 4 points)**
10. Please give a couple of examples of outstanding teamwork. **(500 words - 10 points)**
11. What impact has your team made on the wider organisation, and what legacy has it created? (300 words – 8 points)

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

13. **Supporting Document 1** (Optional):
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7. **EVENT OF THE YEAR (500+) – FLAGSHIP**

This category celebrates outstanding large-scale flagship events created by in-house corporate teams. These events serve as significant strategic moments for the organisation, uniting 500+ attendees and delivering exceptional experience, engagement and business impact.

Judges will be looking for creativity, operational excellence, bold thinking and clear, measurable results.

WHAT THE JUDGES ARE LOOKING FOR

- How the event was conceived and executed as a flagship organisational moment
- Clear strategic objectives and how the event delivered against them
- Evidence of exceptional planning and delivery at scale (500+ attendees)
- How the internal team and external partners collaborated to achieve success
- How the event engaged, inspired and aligned its audience
- Measurable impact, business outcomes, and long-term value

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 flagship event? Describe the context, challenge or opportunity that led to creating a large-scale experience for 500+ attendees.
11. **The Brief: (200 words – 4 points)**
    What were the event's objectives? How did the event support your organisation's strategic priorities, vision or annual goals?

12. Delivery: (500 words – 10 points)

Introduce the internal delivery team and describe involvement from key external suppliers. Explain how you delivered the event at scale (500+), outlining key planning milestones, operational considerations and cross-team collaboration. Describe any challenges and how they were addressed, plus any innovations, efficiencies or creative solutions that enhanced delivery.

13. Delegate/Guest Experience (500 words – 10 points)

Describe what it was like to attend this flagship event. Explain the journey, experience design, content, environment, atmosphere and engagement moments. Show how you created impact at scale and ensured a seamless, memorable experience for 500+ attendees.

14. Outcome: (300 words – 8 points)

What was the business impact of the event for your organisation? Include metrics, behavioural shifts, commercial impact, internal alignment, cultural results or other measurable outcomes.

15. Summary: (100 words – 2 points)

What made this flagship event special? What are you most proud of? What were its unique aspects? (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 - Why should you win (Extra 5 points):

Why do you think your event should win? (iphone format, with a snippet of the event)

18. **Supporting Document 1** (Optional):

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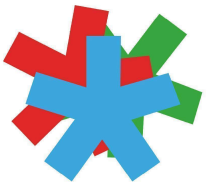

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8. EVENT OF THE YEAR (UNDER 500) – FLAGSHIP

This category recognises flagship events for under 500 attendees that deliver high-impact experiences, strong strategic outcomes and a tailored, high-touch approach. These events often bring together influential audiences for focused content, meaningful interaction and moments that help shape culture, strategy or organisational alignment. Entrants should demonstrate how the event created depth of engagement, delivered clear organisational value and provided an experience that could only be achieved through an intimate, highly curated format.

WHAT THE JUDGES ARE LOOKING FOR

- How the event was designed as a flagship strategic moment
- How the scale (under 500) enabled deeper connection, collaboration or influence
- Creative or innovative elements that strengthened impact
- Strong collaboration across internal teams and external partners
- What made this flagship event stand out

QUESTIONS

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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 flagship event? Describe the context, challenge or opportunity for gathering this specific audience.
11. **The Brief: (200 words – 4 points)** What were the event's objectives? How did the event support your organisation's strategic priorities?

12. **Delivery: (500 words – 10 points)** Introduce the internal team and describe involvement from external suppliers. Explain how you delivered a high-impact flagship event for under 500 attendees, focusing on content, programme design, audience curation and logistics. Describe key challenges and how they were addressed, plus any innovations or creative solutions.

13. **Delegate/Guest Experience: (500 words – 10 points)** Describe what it was like to attend the event. Explain how you designed an impactful experience for a smaller, targeted audience. Include personalisation, networking design, content engagement, and how intimacy influenced the event quality.

14. **Outcome: (300 words – 8 points)** What was the business impact of the event for your organisation? Include metrics, qualitative feedback, strategic influence, behaviour change or cultural results.

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

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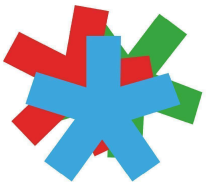

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9. **INTERNAL EVENT OF THE YEAR – SKO, ALL-HANDS, CULTURE & PEOPLE PROGRAMMES**

This category recognises outstanding internal events that unite, align and inspire an organisation's people. This includes Sales Kick-Offs (SKOs), all-hands meetings, culture-building events, people programmes, internal summits and other employee-focused experiences.

Judges are looking for events that demonstrate exceptional strategic alignment, powerful content, cultural impact and meaningful engagement.

WHAT THE JUDGES ARE LOOKING FOR

- A clear understanding of the internal challenge, opportunity or shift the event needed to address
- Strong alignment with organisational strategy, culture and people goals
- Excellence in content design, internal communications and leadership engagement
- Evidence of employee impact, behaviour change or cultural uplift
- How the internal team and partners collaborated to deliver the programme
- What made this internal event stand out for your organisation

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 internal event?
    Describe the organisational context, change, initiative or challenge that led to delivering an SKO, all-hands, or people programme.

11. **The Brief: (200 words – 4 points)**
    What were the event's objectives? Which strategic, cultural or people priorities was the event designed to support (e.g., sales alignment, transformation, motivation, connection, culture-building)?

12. **Delivery: (500 words – 10 points)**
    Introduce the internal project team and outline the role of any external suppliers. Explain how you designed and delivered the programme for an internal audience — including content, communications, leadership involvement and event design. Describe any challenges (e.g., budget, time, dispersed workforce, engagement) and how they were resolved. Include any innovations or creative solutions that strengthened the impact.

13. **Delegate/Guest Experience: (500 words – 10 points)**
    Describe what it felt like for employees or internal stakeholders to attend. How were they engaged, informed or inspired? Include experience design, participation formats, interactivity, accessibility, connection-building or moments that shaped internal culture.

14. **Outcome: (300 words – 8 points)**
    What impact did the event have on your organisation?

15. **Summary: (100 words – 2 points)**
    What made this internal event special? What are you most proud of? What were its unique aspects? (You may include testimonials from employees or leaders.)

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? (iphone format, with a snippet of the event)

18. **Supporting Document 1** (Optional):
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10. INCENTIVE & RECOGNITION PROGRAMME – TRAVEL, CLUB & REWARD EXPERIENCES

This category recognises incentive and recognition programmes that motivate performance, reward excellence and celebrate achievement across an organisation. These programmes may include travel incentives, club trips, reward experiences or multi-tier recognition schemes.

Judges will be looking for strong strategic alignment, creativity in design, emotional impact, seamless delivery and clear evidence of improved performance or engagement.

WHAT THE JUDGES ARE LOOKING FOR

- A clear strategic purpose behind the incentive or recognition programme
- How participants were selected, motivated and communicated with
- Creativity and originality of the experience design (travel, reward, club etc.)
- How logistics, hospitality and attendee management were delivered
- Evidence of emotional impact, motivation, celebration and recognition
- What made the programme stand out from other incentive experiences

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)** Explain what prompted the need for this incentive or recognition programme. Describe the business challenge, performance goal, cultural objective or recognition requirement that led to the development of this experience.
11. **The Brief: (200 words – 4 points)** Set out the objectives of the programme, explaining how it was designed to support organisational priorities such as performance improvement, motivation,

retention, recognition or culture. Describe what the programme was expected to achieve and why it was important.

12. **Delivery: (500 words – 10 points)** Introduce the internal team and the involvement of any external partners such as travel partners, DMCs, hotels or agencies. Describe how the programme was designed and delivered, including the communications and qualification journey, the logistical planning, the itinerary or experience design, and how hosting and hospitality were managed. Explain the challenges you encountered and how they were addressed, and outline any innovations, enhancements or personalised elements that helped elevate the programme.

13. **Participant Experience: (500 words – 10 points)** Describe what the participants experienced from the moment they qualified through to the event itself. Explain the emotional journey, the moments of recognition, the personalised touches, the memorable experiences and the sense of connection or celebration the programme delivered. Illustrate how the experience made participants feel valued, rewarded and inspired.

14. **Outcome: (300 words – 8 points)** Explain the business or cultural impact of the programme. Describe any measurable results such as performance uplift, behaviour change, employee engagement, retention or cultural alignment. Include feedback, sentiment or testimonials where appropriate, and outline any long-term effects the programme had on the organisation or its people.

15. **Summary: (100 words – 2 points)** Summarise what made this incentive or recognition programme special, what you are most proud of and the standout elements that defined its success. You may include comments from participants or leaders.

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? (iphone format, with a snippet of the event)

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w/c 27th Aug

25. You are entering the UK AWARDS. Would you like this entry to be submitted into the US AWARDS taking place on the 15th July 2027? (Please note that a member of your team or local office must be able to attend the awards ceremony)

1. BEST DELEGATE JOURNEY & EXPERIENCE DESIGN – END-TO-END CX

This category recognises exceptional design of the complete delegate journey — from first touchpoint to post-event impact. It celebrates experiences where every stage of communication, engagement, environment, content and service has been intentionally crafted to deliver seamless, meaningful and memorable end-to-end customer experience (CX).

Judges will be looking for events where the journey has clearly been mapped, thoughtfully executed and measurably successful in elevating delegate satisfaction, engagement and emotional connection.

WHAT THE JUDGES ARE LOOKING FOR

- A clearly defined and intentionally designed delegate journey across all stages of the event.
- Evidence of how the journey was mapped, planned and aligned to audience needs
- Creativity and innovation in experience design, communication, personalisation and engagement
- Seamless operational delivery across digital and physical touchpoints
- A strong understanding of delegate expectations, behaviours and motivations
- Measurable improvements to engagement, satisfaction, sentiment or behavioural outcomes
- Unique or standout elements that elevated the event's end-to-end customer experience

QUESTIONS

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2. Name of Organisation
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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)**
    Explain the context or challenge that prompted the need to focus on the delegate journey and overall experience design. Describe what was happening in the organisation or for the audience that made this approach essential.

11. **The Brief: (200 words – 4 points)**
    Describe the objectives for the delegate journey and what the event needed to achieve from a customer experience perspective. Explain what success looked like, why improving or reimagining the end-to-end journey was important, and how the expectations of your audience shaped your goals.

12. **Delivery: (500 words – 10 points)**
    Introduce the internal team and explain the involvement of any external partners. Describe how you designed and delivered the end-to-end experience, including journey mapping, communications planning, digital touchpoints, onsite experience creation, accessibility considerations, service design and logistical execution. Explain any challenges you encountered in developing or delivering the journey and how you addressed them, and outline any creative innovations, personalisation approaches or technologies that enhanced the delegate experience from start to finish.

13. **Delegate Experience: (500 words – 10 points)**
    Describe the journey from the perspective of the delegate. Explain what they experienced before, during and after the event, how they were communicated with, how you established emotional connection or excitement, and how the onsite experience supported comfort, engagement, clarity and ease. Include examples of moments that delighted delegates, solved problems for them, exceeded expectations or created memorable experiences. Show how your design choices elevated the overall perception of the event.

14. **Outcome: (300 words – 8 points)**
    Explain the impact of the end-to-end experience design on the event's success. Describe the results achieved, including engagement levels, participation, behaviour change, satisfaction scores, sentiment, accessibility improvements or operational efficiencies. Highlight metrics, insights or feedback that demonstrate the value and effectiveness of the designed journey.

15. **Summary: (100 words – 2 points)**
    Summarise what made your delegate journey and experience design special. Explain what you are most proud of and what unique aspects defined its success. You may include a short testimonial or quote if appropriate.

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? (iphone format, with a snippet of the event)

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2. 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

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)**
    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, understandi
15. ng, alignment, satisfaction or collaboration. Include metrics, insights or feedback that demonstrate the success of the programme.

16. **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.

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

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

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w/c 20th Aug

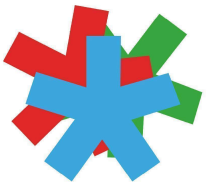
w/c 27th Aug

26. You are entering the UK AWARDS. Would you like us to include the entry into the following awards?

German Awards, 1 July 2027

US Awards, 15 July 2027

Both (US and Germany)



13. BEST USE OF TECHNOLOGY & DATA – REGISTRATION, APPS, AI, ANALYTICS

This category recognises outstanding use of technology and data to enhance event strategy, experience, delivery or measurement. It celebrates innovative solutions—registration platforms, mobile apps, automation, AI tools, CRM integrations, analytics dashboards and insight-driven workflows—that meaningfully improve how events are planned, executed and evaluated.

Judges will be looking for smart problem-solving, seamless implementation, intuitive user experience, strong data application and demonstrable business impact.

WHAT THE JUDGES ARE LOOKING FOR

- A clear challenge or opportunity that required a technology or data-led solution
- Effective selection, design or integration of digital tools, platforms or AI
- Evidence of how technology improved workflows, engagement, personalisation or insight
- A smooth, intuitive experience for delegates, stakeholders or internal teams
- Strong use of data to inform decisions, demonstrate ROI or shape future strategy
- What makes this approach stand out compared with standard event technology use

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 work with any technology partners or agencies?
9. What was the size of the event (number of attendees)?
10. **Market Background: (100 words – 2 points)**
    Explain the context behind your technology or data initiative. What problem were you trying to solve, or what opportunity were you aiming to unlock?

11. **The Brief: (200 words – 4 points)**
    Describe the objectives for your technology or data solution. What did you want to achieve—improved registration, a better app experience, automation, AI-powered insights, stronger measurement, or something else?

12. **Delivery: (500 words – 10 points)**
    Introduce the internal team and any external partners. Describe how the technology or data solution was planned, built and deployed—covering platform selection, integration, testing, user experience design, data capture, automation or AI features. Explain the main challenges you faced and how you overcame them. Highlight any creative, innovative or customised elements that made your approach unique.

13. **Delegate/Stakeholder Experience: (500 words – 10 points)**
    Describe the experience from the user's perspective. How did delegates, organisers or stakeholders engage with the technology? Show how it improved their journey—simplicity, accessibility, personalisation, communication, engagement or insight. Include examples of enhanced processes, smoother interactions or standout digital moments.

14. **Outcome: (300 words – 8 points)**
    Explain the results achieved. Use data where possible—engagement metrics, attendance, adoption rates, time saved, cost savings, satisfaction scores, conversion, behavioural change or operational improvements. Demonstrate the value the technology or data solution delivered compared with your starting challenge.

15. **Summary: (100 words – 2 points)**
    Summarise what made your use of technology or data exceptional. What are you most proud of? What stood out?

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? (iphone format, with a snippet of the event)

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