CATEGORIES FOR 2027 - USA

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):
    (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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w/c 3rd Aug

w/c 13th Aug

w/c 20th Aug

w/c 27th Aug

26. You are currently entering the US AWARDS. If you wish to also enter this event into the UK or Germany AWARDS, please indicate your preference here. (Please note that a member of your team or local office must be able to attend the awards ceremony)

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

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

QUESTIONS

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2. Name of Organisation
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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. **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):**
    Why do you think your event should win? (iphone format, with a snippet of the event)

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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

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

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. 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

11. A clear and coherent journey from the initial brief through to methodology and final results

12. Evidence of thorough research and considered selection of tools, services and approaches

13. Demonstration of how the delegate experience successfully reinforced the organisation's brand values

14. Unique or standout elements that emerged from the ideas and creative execution

15. An explanation of key challenges and how they were addressed

16. Strong final results, with clear measurement against the original brief

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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. **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?

17. **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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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

18. A clear overview of the team, including each member's role and the skills they contribute

19. Evidence from at least two events where strong teamwork directly improved the outcome

20. A description of key challenges the team faced and how they were successfully overcome

21. Examples of collaboration, communication and problem-solving in action

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. 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)

12. **Summary Video (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

20. You are entering the US AWARDS. Would you also like this entry to be entered into the UK AWARDS taking place 8th July 2027? (Please note that a member of your team or local office must be able to attend the awards ceremony)

8. 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

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9. 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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2. Name of Organisation
3. What was the location of your event and venue
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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. **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? (iphone format, with a snippet of the event)

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    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. *Please note that supporting videos will be played during the awards ceremony only. Any issues, please get in touch.

21. **Supporting Video 2 (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. *Please note that supporting videos will be played during the awards ceremony only. Any issues, please get in touch.

22. Please upload your company logo

23. Please upload your team photo

24. 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

25. You are currently entering the US AWARDS. If you wish to also enter this event into the UK or Germany AWARDS, please indicate your preference here. (Please note that a member of your team or local office must be able to attend the awards ceremony)