

**C&IT**

**AWARDS**

**ENTRY**

**GUIDELINES**

**2019**

[CITAWARDS.COM](http://CITAWARDS.COM)

# ENTRY

# GUIDELINES

## KEY DATES

Early bird entry deadline: **THURSDAY 13 JUNE**

Standard entry deadline: **THURSDAY 27 JUNE**

## ENTRY FEES

Early bird entry fee

First entry: £270 +VAT

Association members

First entry: £210 +VAT

All subsequent entries: £200 +VAT

Late entry fee: Entries received after the 13 June will be subject to an additional £100 +VAT per entry

*Please read the guidelines below and adhere to these to avoid your entry being automatically disqualified and entry fees forfeited.*

## ELIGIBILITY PERIOD

The eligibility period for submissions should relate to the period June 2018 - June 2019.

## WHO CAN ENTER?

The C&IT Awards are open to agencies, corporate in-house teams, associations, venues and suppliers.

## SUBMISSIONS

Your entry must take the form of a 1,500 word written submission plus a 300 word executive summary.

The Executive Summary should NOT be part of your main submission document. There will be a section within the entry system to input your executive summary. Please note that if your entry is short-listed your executive summary will appear on this website when we announce the shortlist and final results.

Your main written entry must be supplied as PDF. It is strongly advised that you do not exceed the 1,500-word limit. For each 100 words over the limit the judges will

deduct five marks. Please note your word count at the bottom of the document. Please feel free to use imagery, graphics and charts (if relevant) in your submission (text within any reference imagery will not be counted against your overall word count).

In addition to your written submission you have the option of providing any relevant support material. This can include images, reference material, testimonials and links to video content. Please note there is a total 50mb upload limit for each entry. The entry system will not allow you to exceed this limit and support material sent via email will not be accepted.

## WHAT TO INCLUDE?

There is no set rule for required entry content as the nature of each entry can be quite unique, especially given the diversity of our categories. That being said, provision of the following examples (where relevant) would enable the judges to reach a fair evaluation of your submission:

- What was the brief/goal?
- What objectives were set?
- Was research important in setting objectives?
- What was the solution put forward?  
Was marketing an important aspect?
- What creative approach was adopted?
- How was it put into effect?
- Where there any challenges/obstacles?
- How were the challenges/obstacles overcome?
- Can you provide the names of your supplier companies?
- How was the project evaluated?
- What results were achieved, both in quantitative and qualitative terms?

Please note the above list is not fully comprehensive but provides examples of what you should be thinking about when writing your submission. Make sure the judges have all relevant information and keep your copy clear and succinct.

Think about the category you are entering and build your entry around it.

## SUPPORT MATERIAL

As part of your entry we ask you to submit supporting material along with your entry. Please upload at least ONE high-res key image as a jpeg file that best represents your company or project. Please bear in mind there is a max of 50MB for your entire entry. You will not be able to complete your entry if it is over 50MB.

Your image must comply with the following:

- Jpeg file
- High-res
- at least 300dpi

Should you reach the shortlist stage, this image may be used for publication through the awards website and will be used on-screen during the awards night presentation.

## OTHER SUPPORT MATERIAL

### TESTIMONIALS

Client testimonials are a great back-up to any entry.

### WEBSITE LINKS

Include any links to external websites or platforms.

### IMAGES

As well as the required key image we will use if you are shortlisted, other images may also be submitted along with your entry.

### VIDEO

Promotional videos etc. are a great way to really help the judges understand more about your entry. The video should be hosted via YouTube or Vimeo. Judges may not be able to watch all of the video so be sure that all the key facts supporting your entry are within the written submission. As previously mentioned there is a max upload limit of 50MB, so if your video exceeds this, then please provide a link to access this. Please note that videos sent via email may not be accepted.

## HINTS & TIPS

**PLAN AHEAD** - Draft an outline of what you want to get across before you start writing.

**CREATE A STORY** - Judges like a clear narrative. Think about the 5 W's - Who, What, Why, Where and When.

**ANSWER THE QUESTIONS** - This may sound simple enough, but judges will be looking for all of the questions to be answered clearly. The judging panel may not necessarily know everything about your company, so give some background.

**USE RESULTS** - In some of the categories the judges will look for evidence of commercial success and innovation. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. It always helps to explain the basis of a successful POI for a campaign, project or business success story.

**THINK LIKE A JUDGE** - The judges will be reading lots of entries - Make it an easy read and don't over format.

**SUPPORTING MATERIAL** - Make sure that your support material is relevant to your entry. It's very easy to upload EVERYTHING. Avoid doing this and only use evidence that backs-up your written submission.

## QUICK CHECK LIST

**1**

Select the categories you wish to enter

**2**

Write the submission ensuring you respond to any category specific criteria

**3**

Write your 300 word executive summary

**4**

Compile any relevant supporting material for your entry

**5**

Upload your written submission and supporting material (via the entry website)

**6**

Ensure that your entry (and supporting documents) does not exceed 50MB otherwise you will not be able to upload it successfully

**7**

Submit and pay for your entry

GOOD LUCK!

# CATEGORIES & CRITERIA

## INDUSTRY SECTOR CATEGORIES

These six awards will go to exceptional B2B events that stand out from the crowd in their respective sectors.

Open to: corporates, agencies, PCOs and associations.

### AUTOMOTIVE EVENT OF THE YEAR

### FINANCE & PROF SERVICES EVENT OF THE YEAR

### TECHNOLOGY & TELECOMS EVENT OF THE YEAR

### PHARMA & HEALTHCARE EVENT OF THE YEAR

### CONSUMER & MEDIA EVENT OF THE YEAR

### MANUFACTURING & INDUSTRIAL EVENT OF THE YEAR

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Outline what pre-event research was carried out and include information relevant to the industry sector or client that impacted the event (eg. new management team, merger, market challenges).

**CHALLENGES:** What were the key challenges faced when organising the event and how were these overcome? (eg. reduced budget, logistical challenges, unforeseen issues with destination/venue).

**DELIVERY:** Give a full rundown of the event delivered, including details of creative, content, venue, destination and logistics, focusing on how the solution met the brief and what makes this event stand out.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that demonstrate both creativity and proven ROI.

## EVENT PURPOSE CATEGORIES

These six awards will go to exceptional B2B events that satisfy and exceed a specific purpose.

### INCENTIVE EVENT OF THE YEAR

Open to: corporates and agencies.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the incentive trip? Outline what pre-event research was carried out and provide details on the qualifying period and pre-event communications campaign. How was the destination selected and why?

**CHALLENGES:** What were the key challenges faced when organising the incentive and how were these overcome? (eg. reduced budget, logistical challenges, unforeseen issues with destination/venue).

**DELIVERY:** Give a full rundown of the incentive delivered, including creative, content, venue, destination, logistics, focusing on how the trip met the brief and what makes this event stand out.

**RESULTS:** Did the incentive achieve its core objectives? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that demonstrate both creativity and proven ROI.

## EVENT PURPOSE CATEGORIES (CONT.)

### INTERNAL COMMUNICATIONS EVENT OF THE YEAR

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Open to: corporates, agencies, PCOs and associations.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for holding an internal staff event? Was it an annual staff conference that was given a fresh twist? Or a new staff event designed to meet a specific business challenge? Outline what pre-event research was carried out and include any information relevant to the client that impacted the event, eg new management team, merger, financial challenges.

**CHALLENGES:** What were the key challenges faced when organising the event and how were these overcome? For example, reduced budget, logistical challenges, unforeseen circumstances such as issues with destination or venue, challenges around secrecy.

**DELIVERY:** Give a full rundown of the event delivered, including details on creative, content, venue, destination, logistics, focusing on how the solution met the brief and what makes this event stand out. Include details on pre- and post-event strategies and any social media and technology used.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that demonstrate both creativity and proven ROI.

### TEAM-BUILDING EVENT OF THE YEAR

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Open to: corporates, agencies and suppliers.

#### Entry questions

**OBJECTIVES:** Did you create a standout team-building experience? What was original or innovative about the ideas? How did you get teams bonding and working together more effectively? Outline what pre-event research was carried out and include information relevant to the industry sector or client that impacted the event (eg. new management team, merger, breaking silos).

**CHALLENGES:** What were the key challenges faced when organising the team-building event and how were these overcome? (eg. reduced budget, communication challenges, unforeseen issues with destination/venue, new team members).

**DELIVERY:** A full rundown of what the team-building experience consisted of, including creative, content, activities, production and details of pre- and post-event strategies and any innovative technology used.

**RESULTS:** How did the team-building experience deliver on its objectives? Include any statistics available from post-event analysis and qualitative feedback. Suppliers should include two short case studies and client testimonials on the experience. Judges will look for entries that demonstrate both creativity and proven ROI.

### CELEBRATORY EVENT OF THE YEAR

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Open to: corporates, agencies, PCOs and associations.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Was it a Christmas party? An awards ceremony? A company anniversary? Or perhaps a recognition event? Outline what pre-event research was carried out and include information relevant to the industry sector or client that impacted the event (eg. new management team, merger, employee engagement needs).

**CHALLENGES:** What were the key challenges faced when organising the event and how were these overcome? (eg. reduced budget, logistical challenges, unforeseen issues with destination/venue).

**DELIVERY:** Give a full rundown of the event delivered, including details of creative, content, venue, destination and logistics, focusing on how the solution met the brief and what makes this event stand out.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that demonstrate both creativity and proven ROI.

### CONFERENCE OF THE YEAR

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Open to: corporates and agencies.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the conference? Outline what pre-event research was carried out and include any information relevant to the industry sector or client that impacted the event (eg. new management team, merger, recent financial challenges). How was the destination selected?

**CHALLENGES:** What were the key challenges faced when organising the conference and how were these overcome? For example, reduced budget, logistical challenges, issues with destination or venue.

**DELIVERY:** Give a full rundown of the event delivered, including creative, content, venue, destination, logistics, focusing on how the solution met the brief and what makes this event stand out. Include details on any social media and technology used.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that demonstrate both creativity and proven ROI.

## EVENT PURPOSE CATEGORIES (CONT.)

### CONGRESS/CONVENTION OF THE YEAR

Open to: PCOs and associations.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the congress or convention? Outline what pre-event research was carried out and include any information relevant to the industry sector or client that impacted the event (eg. new management team, merger, market challenges, membership drives). How was the destination selected?

**CHALLENGES:** What were the key challenges faced when organising the congress or convention and how were these overcome? (eg. reduced budget, logistical challenges, unforeseen issues with destination or venue).

**DELIVERY:** Give a full rundown of the event delivered, including creative, content, venue, destination, logistics, focusing on how the solution met the brief and what makes this event stand out. Include details on any social media and technology used.

**RESULTS:** Did the event achieve its core objectives? Please include testimonials and any statistics available from post-event analysis and qualitative feedback. Judges will look for entries that can demonstrate both creativity and proven ROI.

## CREATIVE SOLUTION CATEGORIES

These four awards will go to exceptional B2B events that have adopted creative and innovation solutions in order to achieve their goals.

### BEST USE OF TECHNOLOGY

Open to: corporates, agencies, PCOs, associations and suppliers.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Outline clearly any pre-event research carried out and the business case for using hardware, software, data, apps or social media. Judges will look for entries where the role of social media and/or new technology was integral to the event and not added because it's the latest new thing.

**CHALLENGES:** What were the key challenges in organising the event, in particular implementing the technology and/or social media used, and how were these overcome?

**DELIVERY:** Please give a full rundown of the event, including creative, content, venue, destination and logistics, focusing on the social media or technology implemented and how it was used to enhance/engage/amplify the event. Include details on pre- and post-communications and interactivity during the actual event.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. How was the impact of the technology/social media measured? Judges will look for entries where the use of social media and/or new technology was proven to enhance the event.

### BEST USE OF SMALL BUDGET

Open to: corporates, agencies, PCOs and associations (with a budget below £100k).

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Entrants should state why the budget was restricted and include details of the budget, plus any relevant background on the client's business or industry sector (this information will be treated confidentially).

**CHALLENGES:** What were the core challenges in organising the event? How did budget limitations impact on the choice of venue/destination, or the type of event that was delivered. Was it difficult to negotiate with suppliers to bring down costs?

**DELIVERY:** Give a full rundown of the event delivered, including creative, content, venue, destination and logistics, focusing the steps taken to make sure the event delivered on the brief without breaking the budget.

**RESULTS:** Did the event nail its core objectives and come in on budget? Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. Judges will look for an event that delivered both creativity and clear ROI for the client, despite budget limitations.

### BEST USE OF CSR

Open to: corporates, agencies, PCOs, associations and suppliers.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Outline clearly any pre-event research carried out and the reason for the emphasis on Corporate Social Responsibility. Judges will look for entries where the role of CSR exceeded industry norms.

**CHALLENGES:** What were the key challenges in organising the event, in particular implementing the CSR strategies, and how were these overcome?

**DELIVERY:** Please give a full rundown of the event, including creative, content, venue, destination and logistics, focusing on the CSR aspects and how they were used. Include details of pre- and post-event and communication of the initiatives during the actual event - how did delegates know of all the good being done?

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. How was the impact of the CSR initiatives measured? Judges will look for entries where the use of CSR was proven to truly make a difference and could inspire others.

## CREATIVE SOLUTION CATEGORIES (CONT.)

### BEST BRAND AMPLIFICATION

Open to: corporates, agencies, PCOs, associations and suppliers.

#### Entry questions

**OBJECTIVES:** What were the client's core objectives for the event? Outline clearly any pre-event research carried out and how the brand was amplified before, during and/or after the event through marketing, technology and innovation. Judges will look for entries where the brand clearly stood out at the event, but wasn't invasive.

**CHALLENGES:** What were the key challenges in organising the event, with particular context around the brand amplification aspects and how the initial vision was to be implemented, and how were these overcome?

**DELIVERY:** Please give a full rundown of the event, including creative, content, venue, destination and logistics, focusing on how the brand was amplified and how it was used to enhance/engage the event. Include details on pre- and post-communications and interactivity during the actual event.

**RESULTS:** Did the event achieve its core objectives? Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. How was the impact of the brand amplification measured? Judges will look for entries where the use of brand was proven to enhance the event and create a stronger connection with the attendees.

## SUPPLIER CATEGORIES

These four awards will go to exceptional suppliers within the B2B events industry.

### BEST VENUE

Open to: UK and international venues, convention centres and hotels with large meeting space

#### Entry questions

**OVERVIEW:** Are you a UK or international conference venue that has had a stand-out year for B2B events? Posted record financial results? Created an innovative way to use the space? Introduced new packages or technological innovations? Provide a brief overview of your venue including location, square metres and capacities.

**FINANCIAL RESULTS:** Demonstrate the success of your business in the last year, including details of repeat or new business won. Please detail the number of events held, and financial information on the performance of the venue in comparison to the previous year(s).

**CASE STUDIES:** Provide two case studies of events hosted in the last year. Detail how the venue worked with the client to ensure its business objectives were met. Were there any unusual requests? If so, what did the team do to meet these? Did you provide any additional services? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Case studies should be no more than one A4 page each.

### BEST HOTEL

Open to: UK and international hotels.

#### Entry questions:

**OVERVIEW:** Are you a UK or international hotel that has had a stand-out year for MICE groups? Posted record financial results? Invested in a massive refurbishment? Introduced new packages or technological innovations? Or perhaps you are a brand new hotel? Provide a brief overview of your hotel including location, room numbers, square metres and capacities.

**FINANCIAL RESULTS:** Demonstrate the success of your business in the last year, including details of repeat or new business won. Please detail the number of MICE groups that have stayed, and financial information on the performance of the hotel in comparison to the previous year(s).

**CASE STUDIES:** Provide two case studies of events hosted in the last year. Detail how the venue worked with the client to ensure its business objectives were met. Were there any unusual requests? If so, what did the team do to meet these? Did you provide any additional services? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Case studies should be no more than one A4 page each.

### BEST MICE SALES TEAM

Open to: UK or international venue, hotel or supplier MICE sales teams.

#### Entry questions:

**OVERVIEW:** Are you a UK or international MICE sales team working for a venue, hotel or industry supplier that has had a stand-out year? Achieved record financial results? Introduced new packages? Improved customer services? Provide a brief overview of your team and what makes them the best-in-class.

**FINANCIAL RESULTS:** Demonstrate the success of your team in the last year, including details of repeat or new business won. Please detail the amount of business achieved, and financial information on the performance of the business in comparison to the previous year(s).

**CASE STUDIES:** Provide two case studies of end-to-end customer service in the last year. Detail how the team worked with the client to ensure its business objectives were met. Were there any unusual requests? If so, what did the team do to meet these? Did you provide any additional services? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Case studies should be no more than one A4 page each.

## SUPPLIER CATEGORIES (CONT.)

### BEST EVENTS DESTINATION

Open to: UK or international cities, countries and regions.

#### Entry questions:

**OVERVIEW:** Are you a UK or international destination that has had a stand-out year for B2B events? Had a record number of MICE visitors? Hosted particularly impressive events? Repositioned yourself within the MICE industry? Provide a brief overview of your destination including hotels, venues, activities and transport links.

**FINANCIAL RESULTS:** Demonstrate the success of your destination in the last year, including details of repeat or new business won. Please detail the number of events held, and financial information on the performance of the destination in comparison to the previous year(s).

**CASE STUDIES:** Provide two case studies of events hosted in the last year. Detail how the destination worked with the client to ensure its business objectives were met. Were there any unusual requests? If so, what did the team do to meet these? Did you provide any additional services? Please include client testimonials and any statistics available from post-event analysis and qualitative feedback. Case studies should be no more than one A4 page each.

## BEST OF THE BEST

These six awards will go to the very best planners within the B2B events industry.

### AGENCY OF THE YEAR - UK

Open to: Agencies with teams based in the UK only.

#### Entry questions:

**COMPANY OVERVIEW:** Are you the number one UK events agency? What makes your business stand out from the crowd? This award will be given to an agency that has achieved stand-out results in the last year. Please detail; the number of employees and staff retention rate, financial performance including year-on-year growth in profits and turnover, staff incentives, training programmes and flexible working practices.

**ANNUAL REVIEW:** Why was the last year a big year for the agency and what USPs or new innovations make it stand out from others in the industry. Include details of new client wins or repeat business from existing clients picked up in the last year (this information will be treated confidentially). Please include client testimonials.

**CASE STUDIES:** Please include two short case studies of B2B events delivered for clients, describing the objectives, delivery and results/ROI for each event.

**FUTURE STRATEGY:** How is the agency looking to build on its success from the last 12 months? What new campaigns, initiatives and strategies will the company be looking to implement in order to succeed?

### AGENCY OF THE YEAR - GLOBAL

Open to: Agencies with bases in at least two countries.

#### Entry questions:

**COMPANY OVERVIEW:** Are you the number one global events agency? Did your business expand into new global markets? Did you win a major new global event management contract? What makes your business stand out from the crowd? This award will be given to an agency that has achieved standout results in the last year. Please detail; location of offices around the world, number of employees and staff retention rate within those offices, global financial performance including year-on-year growth in profits and turnover, plus financial details on individual offices/regions, staff incentives, training programmes and sustainable and flexible working practices.

**ANNUAL REVIEW:** Why was the last year a big year for the agency and what USPs or new innovations make it stand out from others in the industry. Include details of new client wins (particularly global business) or repeat business from existing clients picked up in the last year (this information will be treated confidentially). Please include client testimonials.

**CASE STUDIES:** Please include two short case studies of B2B events delivered for clients by two different offices at the agency, describing the objectives, delivery and results/ROI for each event.

**FUTURE STRATEGY:** How is the agency looking to build on its success from the last 12 months? What new campaigns, initiatives and strategies will the company be looking to implement in order to succeed? What are the future global expansion plans for the agency?

### CORPORATE EVENTS TEAM OF THE YEAR

Open to: In-house corporate event planners that organise any type of B2B event.

#### Entry questions:

**OVERVIEW:** Are you an in-house corporate events team that has had a stand-out year? Achieved record financial results/delegate numbers? Introduced new events? Improved the service for stakeholders? Provide a brief overview of your team and what makes them the best-in-class.

**RESULTS:** Demonstrate the success of your team in the last year, including details of the ROI of the events. Please detail the amount of business achieved, financial information on the performance of the event in comparison to the previous year(s), stakeholder testimonials and delegate feedback.

**CASE STUDIES:** Please include two short case studies of B2B events delivered for the business, describing the objectives, delivery and results/ROI for each event.

**FUTURE STRATEGY:** How is the team looking to build on its success from the last 12 months? What new events, initiatives and strategies will the team be looking to implement in the future?

## BEST OF THE BEST (CONT.)

### ASSOCIATION EVENTS TEAM OF THE YEAR

Open to: In-house association event planners.

#### Entry questions:

**OVERVIEW:** Are you an in-house association events team that has had a stand-out year? Achieved record financial results/delegate numbers? Introduced new events? Improved the service for members? Provide a brief overview of your team and what makes them the best-in-class.

**RESULTS:** Demonstrate the success of your team in the last year, including details of the ROI of the events. Please detail the amount of business achieved, financial information on the performance of the event in comparison to the previous year(s), stakeholder testimonials and delegate feedback.

**CASE STUDIES:** Please include two short case studies of association events delivered, describing the objectives, delivery and results/ROI for each event.

**FUTURE STRATEGY:** How is the team looking to build on its success from the last 12 months? What new events, initiatives and strategies will the team be looking to implement in the future?

### A-LISTER OF THE YEAR

One main award will be presented to the A-Lister that the judges feel has proven outstanding excellence in the MICE industry. This will be chosen from a shortlist of the 35 under 35 announced earlier in the year and cannot be entered directly.

### GRAND PRIX

One main award will be presented to the company or individual the judges feel has proven outstanding excellence in the MICE industry. This will be chosen from all of the category entries and cannot be entered directly.