MILAN (ITALY) - 27-30 NOVEMBER 2019

Tips & Tools
Mandatory Material
List of Fields to Complete on Location Entry Form

- DESTINATIONS / CONVENTION BUREAUS -

TIPS & TOOLS

In order to enter your venue at best and make the evaluation process easier, it will be enough to follow a few simple rules:

- Before submitting your location(s), download and read carefully the Call for Entries.
- When completing the location form, keep in mind that a clear presentation of the location is a plus during the evaluation process. Keep the text clean and avoid BLOCK LETTERS if not necessary. Special characters (e.g. Ö, ê, ü, $, >, £, &, < etc.) are discouraged (especially in the event title and in the company names) as they may cause problems.
- In the location form, complete all fields marked with an asterisk (*) as they are mandatory. Pay attention to the maximum amount of characters allowed in each field (exceeding text will not be published). You will not be able to proceed to the next step until all mandatory fields are properly filled.
- Double-check the spelling of the name of the destination/convention bureau, as it will be published as it is.
- The online platform will not upload files bigger than the required size. Please check the size of your materials (logos, pictures and videos) before the upload.
- We recommend your preparing the texts on a Word sheet and then proceed by copying and pasting the content in the dedicated blank fields. We also recommend you to save your work as draft at the end of each step while completing the location form.
- English subtitles and/or voice over are recommended in the long video/slide show.
- No subtitles and no voice over, but only music, are recommended in the short video/slide show
- Once uploaded and submitted, videos/slide shows cannot be changed anymore. No other videos/slide shows will be accepted.
- If your location is shortlisted, during the live presentations you will be able to provide further material highlighting the potential of your location such as press reviews, publications, gadgets created for the event and market data that can be useful for the Jury evaluation (no additional videos, slide show, PPTs or other documents to show on screens will be accepted).

MANDATORY MATERIAL

- On-line form duly completed.
- Entrant's logo (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
- 5 pictures of the destination (JPG, high resolution 300 dpi, 1024x768px min.).
- 5 pictures of the destination during an event (JPG, high resolution 300 dpi, 1024x768px min.).
- Long video or slide show (90 seconds max.) MP4 - L1920px H1080px (100MB max.).
- Short video or slide show (30 seconds max.) MP4 - L1920px H1080px (100MB max.).

LIST OF FIELDS TO COMPLETE ON THE EVENT ENTRY FORM

* Fields marked by an asterisk are compulsory.

1. **Name of destination/convention/visitors bureau/destination marketing organisation*:**
   (As you would like it to appear on your trophy/plaque)

2. **Website***

3. **Country***

4. **City***

5. **Address***

6. **Starting year of operations***

7. **Average number of events hosted in a year***

8. **Services available*** (specify if the venue has/provides restaurant(s), bar(s), warehouse(s), changing rooms, catering service, organising dept.,…etc. (500 characters max, including spaces)

9. **Category(ies)***
   It is only possible to enter destinations/convention/visitors bureau/destination marketing organisation in their dedicated category.

10. **Description and general strengths of destination***
    Describe why you think your destination/convention/visitors bureau/destination marketing organisation is particularly attractive to event organisers. Specify your USP and the benefits of holding an event at your destination or with the support of your organisation. (500 characters max, including spaces)

11. **Logistic & accessibility***
    Specify distance from airports/railway stations, highways, metros, free/paid/exclusive parking, garage, driveways, loading/unloading areas, etc. (500 characters max, including spaces)

12. **Venue and offered services***
    Provide details of variety of services and facilities on offer for events and congresses. (500 characters max, including spaces)

13. **Relationship with local public/private professionals in the supply chain***
    Describe the role of your organisation in relation to local administrations, services, made available to administrations, e.g. event info desk, information and service website, etc. (500 characters max, including spaces)

14. **Technology and innovation***
    Describe the availability of any technologies and smart utilities (e.g. Wi-Fi, digital maps, etc.) . (500 characters max, including spaces)

15. **Post-event opportunities***
    Describe possible cultural programmes, leisure activities, sporting events, food and wine activities, etc., that tha destination can offer participants at the end of an event. (500 characters max, including spaces)

16. **Protocols/associations or green projects***

    Briefly list any special initiatives to which the destination adheres. (500 characters max, including spaces)

17. **Success stories***

    Describe the successes in terms of attractiveness of new clients and loyalty of established ones. Provide details of the most effective marketing initiatives that have contributed to such success. (500 characters max, including spaces)

18. **Case studies***

    list the names of the most important events that took place from 1ˢᵗ January 2016 in your destination. (500 characters max, including spaces)

CONTACTS

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