



MILAN (ITALY) - 27-30 NOVEMBER 2019

## Call for Entries 2019

### THE LIVE COMMUNICATION WEEK

*Next November 26<sup>th</sup>-30<sup>th</sup>, in Milan, Italy, the first ever Live Communication Week, organized by ADC Group, will gather about 2000 event and marketing professionals to create new business opportunities and facilitate the meeting between supply and demand; enhance the event as a strategic marketing tool; offer training and updating opportunities; celebrate the creative excellence and the best projects of the Italian and global event industry*

Within the **Live Communication Week**, ADC Group is organising several initiatives dedicated to the international event market: **Bea World - The International Festival of Events and Live Communication** and the connected **Best Event Awards** (14<sup>th</sup> year) and **Best Location Awards** (2<sup>nd</sup> year). The Live Communication Week will host as well initiatives addressed to the local market: the Italian **Best Event Awards** (16<sup>th</sup> year), **Best Event Organisation Awards** (3<sup>rd</sup> year), **Best Location Awards** (4<sup>th</sup> year) and **Best Catering Awards** (3<sup>rd</sup> year).

### THE BEA WORLD FESTIVAL

*The Bea World Festival is the essential meeting place and networking event for the international event community. Three inspiring days full of creativity, networking opportunities, knowledge transfer and destination experiences culminate in the ceremonies celebrating the winners of the Best Event Awards and Best Location Awards.*

With the aim of rewarding the entire value chain of the events industry, ADC Group has launched in 2018 the annual **Best Location Awards**. Indeed, the actual place where an event takes place plays a fundamental role in its success. The Best Location Awards thus celebrates the best event venues and the best destinations and convention bureaus of the world, as voted by a selected Jury comprising senior representatives of national associations of events agencies from around the world. Shortlisted locations will have the opportunity to present themselves live to the Jury and Bea World Festival delegates. The Best Location Awards combines with the **Best Event Awards**, an initiative launched by ADC Group in 2006 that recognises and promotes excellence in events and live communication across the whole world. **Bea World Festival 2019** will take place in **Milan (Italy)** from **27<sup>th</sup> to 30<sup>th</sup> November**.

## FESTIVAL FORMAT

### Day 0 - 27 November 2019

#### Welcome to Milan, welcome to Bea World Festival

In the evening, Bea World Festival delegates will be greeted with a welcome drink to start networking in a convivial atmosphere.

### Day 1 - 28 November 2019

#### Showcase your location

The first day will focus on the Best Location Awards and the Best Event Awards, with live presentations of short-listed venues, destinations, convention bureaus and events. Nominees will have the chance to convince a highly qualified international Jury to be worthy

of the award. All delegates are welcome to attend the live presentations and discover the best and most innovative event venues and destinations, as well as the best creative solutions devised by top event and communication agencies in the world. Dinner will be an additional opportunity for networking and entertainment for all delegates.

### Day 2 - 29 November 2019

#### Learn, network and celebrate

On the second day of the Festival, a rich and varied content and networking programme will offer delegates inspiring keynote presentations able to provide a global and comprehensive view of the world of events and live communication, technical workshops to acquire new

practical skills, individual meetings with experts and effective networking opportunities to find inspiration and expand their business. In the evening, the Awards Ceremony of the Best Event Awards and Best Location Awards will acknowledge the best events, venues and destinations of the year.

### Day 3 - 30 November 2019

#### Discover Milan

After two intense working days, it will be time to discover Milan and its surroundings. On Saturday, delegates will have the opportunity to enjoy organised leisure activities while networking in a relaxed context.

## THE BEST LOCATION AWARDS

### GENERAL RULES & REGULATIONS

1. Participation in the Best Location Awards is open to various types of venues that possess a license to hold events (B2B, B2C, public and private), in accordance with the legislation of the country in which they are based. In addition, in a dedicated category, destination marketing organisations, convention and visitors bureaus and public and/or private organisations for territorial promotion within MICE from all over the world can also take part.
2. Venues can be entered in one or more categories (see the list of Categories in the following pages), while destinations and convention bureaus can be entered only in their single dedicated category (i.e. "Destination/convention bureau category").
3. The decision of the Jury, in all matters relating to the awarding of prizes, will be final and binding.
4. The applicant is responsible for payment of all entry fees and will be considered the entry's sole contact.
5. Entries will not be considered finalised until the entry form in all its parts has been completed online, the compulsory material has been uploaded and full payment has been made online at [www.beaworldfestival.com](http://www.beaworldfestival.com), according to the entry deadlines
6. No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organiser.
7. Entries cannot be cancelled or removed from the competition.
8. English is the official language of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
9. All material, documentation and payments must be received by 18.00 CET, 15 September 2019

## TREATMENT AND PUBLICATION OF ENTRIES

The participant declares and confirms:

- that the information provided is truthful and accurate;
- that the material submitted is its exclusive property, it complies with legal provisions, there are no outstanding third party rights (intellectual property rights, moral rights or rights to protect personal data of third parties), which in any case oppose the transmission and publication of such material and the full and free use and disposal of the same for purposes strictly connected to the competition;
- to have previously obtained consent and release in compliance to current legal provisions regarding the use and publication of all material, and therefore neither the material nor the related publication by the ADC Group will result in the violation of any third-party rights;
- to be aware that by submitting the material and by accepting these conditions and terms of participation, it grants ADC Group the right to use and publish said material (texts, videos, images etc.) for purposes strictly related to the competition;
- that responsibility for the publication of such material, albeit accepted and moderated for publication by ADC Group, is and remains its sole responsibility.

## KEY DATES

<b>ENTRIES &amp; ONLINE GIURY SESSION</b>	31 May - 31 July 2019	Entry period – Standard fees apply
	1 - 31 August 2019	Entry period – Late fees apply (+€100 on the standard fee)
	1 - 15 September 2019	Entry period – Increased late fees apply (+€150 on the standard fee)
	8 - 13 October 2019	Online Jury session*
	16 October 2019	Shortlist announcement (if any)
<b>BEA WORLD FESTIVAL</b>	28 November 2019	Live presentations of locations
	29 November 2019	Awards Ceremony

## JURY AND EVALUATION PROCESS

Jury members of the Best Location Awards are senior representatives of national associations of events agencies from around the world.

Judging may consist of one or two rounds involving viewing, voting, debate and awarding of trophies.



\*The online Jury session will be held only if the total number of entries exceeds the number of live presentations manageable on site.

## LIVE PRESENTATIONS - GUIDELINES

Each live presentation will each last a maximum of 7 minutes and will be structured as follows:

- Projection of slide show or video (90 seconds max.);
- 3-minute speech;
- 2-minute Q&A with Jury and audience.

During the live presentation, entrants will have the opportunity to show the Jury further material highlighting their success, such as press reviews, publications and market data, which can be useful for the Jury's evaluation.

## JURY GUIDELINES

A number of criteria will be considered during judging.

### CRITERIA TO EVALUATE VENUES

- **Suitability for the type of selected events**
- **Logistics & accessibility** – Distance from airports/railway stations, highways, metros, efficiency of connections and public transport network, free/paid/exclusive parking, garages, driveways, loading/unloading areas, etc.
- **Concept and design** – Venue's unique concept, aesthetics, functionality and comfort of its architectural structure, its interior design and possible existing furnishing features.
- **Flexibility and versatility** – Venue's ability to be adapted based on the client's needs and the type of event.
- **Technology and innovation** – Venue's level and technological capabilities.
- **Sustainability and certifications** – Venue's compliance with environmental sustainability parameters and possession of other certifications (e.g. quality, safety, energy).

### CRITERIA TO EVALUATE DESTINATIONS/CONVENTION BUREAUS, ETC.

- **Destination's general strengths and USP**
- **Logistics & accessibility** – Distance from airports/railway stations, highways, metros, efficiency of connections and public transport network, parking availability, etc.
- **Venue and offered services** – Quality and variety of services and facilities on offer for events and congresses.
- **Relationship with local public/private professionals in the supply chain** – Role of convention bureau in relation to local administrations, services made available to administrations, e.g. event info desk, information and service websites, etc.
- **Technology and innovation** – Availability and value of any technologies and smart utilities, e.g. wi-fi, digital maps, etc.
- **Post-event opportunities** – Wealth, variety and interest of cultural programmes, leisure activities, sporting events, food and wine activities, etc., that the destination can offer participants at the end of an event.
- **Protocols/associations or green projects** – Interest and usefulness of any special initiatives to which the destination adheres.

## JURY'S CODE OF ETHICS

Jury members will commit to signing a Code of Ethics based on the following principles:

- Each Jury member is chosen according to his/her professional skills and experience in the event marketing industry;
- Jury members will judge and vote honestly and without preconceived ideas, respecting the evaluation and selection criteria, defined in the rules of the awards;
- If any personal conflict that may influence a Jury member's objectivity in voting does exist, he/she will inform the Jury President and won't participate in the voting of the project;
- Jury members will not accept any solicitation from any participants (agency and/or client) which could influence their vote. If this should happen, they will have to inform the Jury President.

## AWARDS & CATEGORIES

Winners (first placed only) will receive a golden trophy and the official digital seal of the Awards. All shortlisted projects will be awarded a quality certificate. Award credits, and associated trophies and certificates, will be given to the applicant organisation. Replica trophies can be purchased after the Festival.

### CATEGORIES AVAILABLE FOR VENUES

- 1 Celebration/product launch venue:** venues particularly suitable for hosting ceremonies to celebrate grand openings, anniversaries, etc, or events specifically designed to launch a new product or service.
- 2 Conference/convention venue:** venues particularly suitable for hosting congresses, conferences, conventions and meetings.
- 3 Cultural/musical/sports event venue:** venues particularly suitable for hosting cultural, musical and/or sporting events displaying show and entertainment features.
- 4 Incentive/team building/educational event venue:** venues particularly suitable for travel incentives, team building activities, motivational/educational events.
- 5 Private event venue:** venues particularly suitable for hosting weddings, anniversaries and other private events.
- 6 Trade show venue:** venues particularly suitable for hosting exhibitions and trade shows, targeted to both business and public audiences.

### CATEGORIES AVAILABLE FOR DESTINATIONS/CONVENTION BUREAUS, ETC.

- 7 Destination/convention bureau:** category reserved for the best destination marketing organisations, convention and visitors' bureaus and public and/or private organisations for territorial promotion within MICE.

## ENTRY PROCEDURES AND MATERIAL

To enter for the Best Event Awards, register online and complete the form on [www.beaworldfestival.com](http://www.beaworldfestival.com), in the "Best Event Awards" section. No other submission methods will be accepted.

- **Standard entry fees** apply from the opening of the application until 31 July 2019 at 18.00 CET.
- From 1 to 31 August 2019 at 18.00 CET **late fees** apply.
- From 1 to 15 September 2019 at 18.00 CET **increased late fees** apply.

**All material must be delivered and all entry fees must be paid within the date the entry fee applies. Entries will definitely close on 15 September 2019 at 18.00 CET. No deadline extensions will be allowed.**

### MATERIAL REQUESTED FROM VENUES

1. Online form duly completed in English.
2. Slide show or video showcasing the venue: 5 minutes max (90 seconds suggested) (MP4 - L1920px H1080px; 100MB max.). It is recommended that this video features a voice over and/or subtitles in English.  
**IMPORTANT:** music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
3. Slide show or video showcasing the venue: 30 seconds max. (MP4 - L1920px H1080px; 100MB max.). This video will be screened in case of victory and must feature only music (no voice over and/or subtitles).  
**IMPORTANT:** music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
4. Logo of the venue (**PNG, no background**, high resolution 300 dpi, 1024x1024px min.).
5. 3 pictures of the venue, free of any set up (JPG, high resolution 300 dpi, 1024x768px min.).
6. 3 images of the venue for each of the described events, as set up for each occasion (JPG, high resolution 300 dpi, 1024x768px min.).
7. Up to 3 images with floor plans (JPG, high resolution 300 dpi, 1024x768px min.).

### MATERIAL REQUESTED FROM DESTINATIONS/VISITORS BUREAUS, ETC.

1. Online form duly completed in English.
2. Slide show or video showcasing the destination: 5 minutes max (90 seconds suggested) (MP4 - L1920px H1080px; 100MB max.).

It is recommended that this video features a voice over and/or subtitles in English.

**IMPORTANT:** music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.

- Slide show or video showcasing the venue: 30 seconds max. (MP4 - L1920px H1080px; 100MB max.). This video will be screened in case of victory and must feature only music (no voice over and/or subtitles).  
**IMPORTANT:** music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
- Entrant's logo (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
- 5 images of the destination (JPG, high resolution 300 dpi, 1024x768px min.).
- 5 images of the destination during events that took place from 1st January 2016 (JPG, high resolution 300 dpi, 1024x768px min.).

## AWARDS ENTRY FEES

Entering each venue/destination/convention bureau in the competition requires an entry fee, as described below. The entry fee includes the publication of the entrant's material on the Bea World Festival website and mobile app.

	Standard Entry Fee (until 31 Jul 18.00 CET)	Late Fee (1-31 Aug 18.00 CET)	Increased Late Fee (1-15 Sep 18.00 CET)
One/First Category	€550	€650	€700
Each additional Category*	€350	€450	€500

**PLEASE NOTE:** kindly note that entrants who miss to submit all due material within the deadline will be required to pay an additional fee (only payable via bank transfer) to meet the fee correspondent to the new deadline.

Entrants that won't have completed the full payment and uploaded all material within September 15th, 2019, will not be evaluated by the Jury, losing the chance to compete for the Awards.

### **EXAMPLES BASED ON THE STANDARD ENTRY FEE:**

**Example A:** 1 venue entered in 1 category = €550 (1st category)

**Example B:** 1 venue entered in 2 categories = €550 (1st category) + €350 (additional category)

**Example C:** 2 venues entered in 1 category each = €550 (1st category) + €550 (1st category)

## DELEGATE PASS FEES

Bea World Delegate Passes can be purchased on [www.beaworldfestival.com](http://www.beaworldfestival.com).

### **PLEASE NOTE:**

- All delegates pass fees are subject to Italian VAT (value added tax) at 22%.
- Delegates Passes are personal to the holder. Name changes are possible, but a processing fee of €100 + vat 22% for each Pass applies. Changes will be made only upon receipt of payment (via bank transfer only).

DELEGATE PASS (27-30 Nov)	€700 + vat 22%
1-DAY PASS (28 Nov)	€350 + vat 22%
1-DAY PASS (29 Nov)	€550 + vat 22%
LIVE COMMUNICATION WEEK COMBO (26-30 Nov)	see special promotions

\*Venues can be entered in one or more categories, while destinations and convention bureaus can only be entered in their dedicated category (i.e. "Destination/convention bureau category").

## SPECIAL PROMOTIONS ON DELEGATE PASSES

**PLEASE NOTE:** special promotions do not apply to 1-Day Passes.

- **Super early bird offer: €450 + vat 22% (instead of €700 + vat 22%).** Valid only for purchase before 31 July.
- **Early bird offer: €550 + vat 22% (instead of €700 + vat 22%).** Valid only for purchase before 31 August.
- **Special offer for Entrant agencies' Corporate Clients: €350 + vat 22%.** The Corporate Client's Delegate Pass is personal to the holder and not transferable. It will only be available, upon review, for corporate clients of venues/ convention bureaus that have entered the competition. If interested, please write to [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) specifying name, company and job title of the corporate delegate.
- **Buy two & get the third 50% off.** Price will vary according to date of purchase. The first two passes must be exclusively used by members of the same company, while the third can be used by anyone. A special code to redeem the discounted pass will be sent after purchasing the first two passes.
- **Live Communication Week Combo.** An extra discount is available when buying a ticket for the full Live Communication Week (Bea Italy Festival + Bea World Festival). Prices will vary according to date of purchase (€550 + vat 22% until July 31; €680 + vat 22% from August 1 to 31; €860 + vat 22% from September 1).

## PAYMENT TERMS

### AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline (15 September 2019 at 18.00 CET). After registering your user ID and password on the Bea World website, you will be able to select your preferred payment method:

- CREDIT CARD - Directly on the Bea World website
- BANK TRANSFER  
Account: ADC Group Srl  
Bank: Banca Intesa San Paolo  
IBAN: IT59P0306909457100000005772  
BIC: (Swift) BCITITMM  
Object: BLA World 2019 + [number of entries] + [name of the organisation]

### DELEGATE PASSES

Delegate Passes can be purchased and paid for only by credit card on [www.beaworldfestival.com](http://www.beaworldfestival.com)

## CONTACTS

For commercial information regarding entering the Awards and purchasing Delegate Passes:

**Ilaria Granato** // [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) // +39 344 0495320

For registration issues regarding the Awards:

**Event Department** // [bea.world@adcgroup.it](mailto:bea.world@adcgroup.it) // +39 02 84190323