



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

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## TIPS & TOOLS

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

- Before submitting your event(s), download and read carefully the Call for Entries.
- When completing the event form, keep in mind that a clear presentation of the event 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 event 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 saved). You will not be able to proceed to the next step until all mandatory fields are properly filled.
- Double-check the spelling of the event title, Organising Company name, Client Company name and event description, as they will be published as they are.
- 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 event form.
- When producing the video, consider that it will be the most important tool to make a good impression on the Jury. Videos cannot last more than specified (long version: 3 minutes; short version: 20 seconds). If the videos submitted are respectively longer than 3 minutes and 30 seconds, they will be automatically cut by the Organiser at the minute 3'00'' and at the minute 0'20''.
- Once uploaded and submitted, videos cannot be changed anymore. No other videos will be accepted.

## MANDATORY MATERIAL

- On-line form duly completed.
- Long video (3 minutes max.): video showcasing the event/service, MP4 - L1920px H1080px (100MB max.). It is recommended that the long version video features a voice over in English explaining all topics described in the event form in a consistent way. As an alternative, we recommend to use captions in English. The music used for the video must not be protected by copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
- Short video (20 seconds max.): video showcasing the event with no voice over and no subtitles (for the Awards Ceremony and for the People's Choice Award – music is allowed and recommended), MP4 - L1920px H1080px (100MB max.). The music used for the video must not be protected by copyright.
- Logo of the organising company (**PNG, no solid background**, high resolution 300 dpi, 1024x1024px min.).
- Logo of the corporate client (**PNG, no solid background**, high resolution 300 dpi, 1024x1024px min.).
- 5 pictures of the event (JPG, high resolution 300 dpi, 1024x768px min.).
- 3 additional pictures of the event (if entered in a Special/Feature Category), highlighting the feature (JPG, high resolution 300 dpi, 1024x768px min.).

## LIST OF FIELDS TO COMPLETE ON THE ENTRY FORM

You can choose what you want to enter:

- **EVENT:** Live experience (physical, digital, or hybrid), planned and included within the marketing mix, which takes place over a specific period of time, with the aim of influencing the target's perception and behaviour.  
**OR**
- **LOCATION:** Location for events that have been able to interpret change through solutions and adjustments that meet new customer needs.  
**OR**
- **CATERING:** Catering companies that have been able to interpret change through solutions and adjustments that meet new customer needs.  
**OR**
- **DIGITAL PLATFORM EVENTS:** Digital platforms and services capable of guaranteeing the achievement of objectives (training, networking, project development, product presentations, appointment schedules, use of content, etc.), as well as a high level of engagement, and integration with social media and other sharing means.  
**OR**
- **EVENT SERVICES:** Different event services, which have been able to interpret change through the introduction of relevant innovations.

## EVENT FORM

### PART 1

- **NAME OF EVENT:** please be aware that this wording will be the one appearing on all communication material
- **BRIEF DESCRIPTION:** provide a short summary with basic information about your event (e.g. type of event, objectives, target audience, etc.) (200 characters max., including spaces.)
- **ORGANISING COMPANY:** please be aware that this wording will be the one appearing on all communication material
- ORGANISING COMPANY WEBSITE
- COUNTRY OF ORIGIN OF THE ORGANISING COMPANY
- **CLIENT COMPANY:** please be aware that this wording will be the one appearing on all communication material
- **CLIENT COMPANY'S INDUSTRY** (for reference, see Annex of the Call for Entries)
- **NAME OF CLIENT COMPANY REPRESENTATIVE:** this information is necessary in order to contact your client company in case your event is shortlisted
- JOB TITLE OF CLIENT COMPANY REPRESENTATIVE
- EMAIL OF CLIENT COMPANY REPRESENTATIVE
- **Date of implementation** (November 1st 2020 – November 5th 2021)

The registered events must take place/have taken place, in whole or in part, between November 1st, 2020, and November 5th, 2021. However, events that began before this time frame and end within it, and events that start within such dates and end after, are also accepted. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period. It is possible to enter events that have taken place a maximum of 10 days before or after the eligibility period. Please contact the Organiser for further details.

- START DATE
- END DATE
- TARGET AUDIENCE
- LOCATION
- BUDGET
- CATEGORIES
  - ✦ MACRO CATEGORIES
- B2B EVENT
- B2C EVENT
- B2I EVENT
- THE NEW PHYSICAL EVENT
  - ✦ CATEGORIES
    - BRAND ACTIVATION
    - MEETING, CONVENTION & INCENTIVE
    - CULTURAL, MUSICAL AND SPORTING EVENT
    - EDUCATIONAL/TRAINING EVENT
    - NON-PROFIT/CSR/SUSTAINABLE EVENT
    - CREATIVE INSTALLATION
    - PRODUCT LAUNCH
    - ROADSHOW
    - PRESS & PR EVENT
    - INTEGRATED LIVE PROJECT
  - ✦ SPECIAL CATEGORIES
    - USE OF TECHNOLOGY
    - DIGITAL TRANSFORMATION
    - PROPRIETARY FORMAT
    - ORGANISATIONAL COMPLEXITY MANAGEMENT

- **OBJECTIVE OF THE EVENT** describe your key objectives, such as: what was the planned (business) impact of the event for the company or for the mission of a non-profit organisation? What did you want participants to do after the event, in order to reach your objectives? What did participants have to learn (product/company information, skills), who did they have to meet and/or what did they have to change in their attitude (brand/company perception) to show the desired behaviour? (1000 characters max., including spaces.)
- **CREATIVITY & INNOVATION:** describe the creative idea to support the objectives and technological innovations shaping the event experience. (1000 characters max., including spaces.)
- **EXECUTION:** how did you achieve the required physical and emotional environment necessary for participant engagement, learning and behavioural change? Describe the participants' journey, as well as ambience, engagement techniques and tools (art, entertainment, digital tools, furniture, technology, staging, AV, sustainable efforts). (1000 characters max., including spaces.)
- **EFFECTIVENESS:** provide data that proves the achievement of the stated objectives, such as survey results, financial results or other benefits (e.g. of a non-profit organisation) compared to event costs (1000 characters max., including spaces.)
- **CHANNEL STRATEGY:** explain your communication objectives and describe your communication channel strategy. Who did you target? Which omni-channel strategy, including EDM, social media, etc., did you utilise and what was its impact according to your objectives? (1000 characters max., including spaces.)
- **TARGET ENGAGEMENT** (500 characters max., including spaces.)
- **SOLUTIONS IMPLEMENTED TO ADAPT TO THE PANDEMIC SCENARIO** (a reference to any platform(s) used for streaming, networking, etc.) (1000 characters max., including spaces.)
- **PLATFORM USED TO RUN THE EVENT** (500 characters max., including spaces.)
- **USED TECHNOLOGIES** (500 characters max., including spaces.)

## PART 2 - CREDITS (ALL CATEGORIES)

### CREATIVITY

- Creative director (first name, last name, company)
- Email of Creative director
- Director (first name, last name, company)
- Copywriter (first name, last name, company)
- Designer (first name, last name, company)

### ACCOUNTING

- Client director (first name, last name, company)
- Email of Client director
- Project manager (first name, last name, company)
- Email of Project manager

### DEVELOPMENT AND PRODUCTION

- Producer (first name, last name, company)
- Technical director (first name, last name, company)
- Organising officer (first name, last name, company)
- Logistics (first name, last name, company)

### TECHNICAL SUPPLIERS

- Stage setup (first name, last name, company)
- Set production (first name, last name, company)
- Audio (first name, last name, company)
- Lights (first name, last name, company)

- Video (first name, last name, company)
- Special effects (first name, last name, company)

## LOCATION FORM

### PART 1 – GENERAL INFORMATION

- **NAME OF VENUE:** please be aware that this wording will be the one appearing on all communication material
- **WEBSITE**
- **COUNTRY**
- **CITY**
- **ADDRESS**
- **GEOGRAPHIC LOCATION**
- **TYPE OF VENUE** (Tick all that apply. The detail is for information only)
  - ✦ Congress centre/conferences/auditorium
  - ✦ Historical building
  - ✦ Hotel with congress centre
  - ✦ Museum
  - ✦ Art gallery
  - ✦ Theatre/cinema
  - ✦ Theme park
  - ✦ Stadium/sports venue
  - ✦ Multifunctional/industrial space/workshop
  - ✦ Digital/Hybrid Event Venue
  - ✦ TV, Recording, or Shooting Studio
  - ✦ Other (please specify)
- **CAPACITY**
- **STARTING YEAR OF OPERATIONS WITHIN EVENTS INDUSTRY**
- **YEAR OF THE LAST RESTORATION/MODERNIZATION**
- **AVERAGE NUMBER OF EVENTS HOSTED IN A YEAR**
- **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)
- **DESCRIPTION AND STRENGTHS OF THE VENUE:** describe why you believe your location is particularly suitable and attractive for events in the selected category. Describe your USP and why customers should choose your location, compared to your competitors' locations, to host events in the selected category. (500 characters max., including spaces)
- **SOLUTIONS IMPLEMENTED TO ADAPT TO THE PANDEMIC SCENARIO AND TO RESPOND TO NEW CUSTOMER NEEDS** (1000 characters max., including spaces)
- **LOGISTICS & ACCESSIBILITY:** specify distance from airports/railway stations, highways, metros, free/paid/exclusive parking, garage, driveways, loading/unloading areas, etc.). (500 characters max., including spaces)
- **CONCEPT AND DESIGN:** describe the venue's concept, its architectural features, interiors design and available furniture and fixtures. (500 characters max., including spaces)
- **FLEXIBILITY AND VERSATILITY:** describe how spaces are adapted according to customer needs and the type of selected event. (500 characters max., including spaces)
- **TECHNOLOGY AND INNOVATION:** describe the available technologies and latest innovations. (500 characters max., including spaces)
- **SUSTAINABILITY AND CERTIFICATIONS:** specify if the venue has been designed according to sustainability parameters, if sustainability elements/ projects have been included and if it possesses other certifications (e.g. quality, safety, environment, energy, etc.). (500 characters max., including spaces)

- **BASIC AUDIO/VIDEO/LIGHTING EQUIPMENT:** please provide details of equipment available on site. (1000 characters max., including spaces)
- **CASE HISTORY:** lists the most important events that took place between November 1, 2020, and October 15, 2021, and how the location was transformed to accommodate them. (2,000 characters max., including spaces)

## CATERING FORM

### PART 1 – GENERAL INFORMATION

- **NAME OF CATERING** (N.B.: in case of victory, the award plate will bear this wording)
- **WEBSITE**
- **COUNTRY**
- **YEAR OF ESTABLISHMENT**
- **YEAR OF ESTABLISHMENT**
- **DESCRIPTION AND STRENGTHS OF CATERING, WITH REFERENCE TO INNOVATIVE ELEMENTS** (1000 characters max., including spaces)
- **SOLUTIONS IMPLEMENTED TO ADAPT TO THE PANDEMIC SCENARIO AND TO RESPOND TO NEW CUSTOMER NEEDS** (1000 characters max., including spaces)
- **CASE HISTORY:** description of one or more illustrative case histories, detailing solutions implemented to adapt to the pandemic scenario, which took place between November 1, 2020, and October 15, 2021. (2000 characters max., including spaces)
- **QUALITY OF INGREDIENTS:** (raw materials used and their treatment/supply sources/conservation/manufacturing process, etc.). (500 characters max., including spaces)
- **NUMBER OF SERVICES PROVIDED ON AVERAGE IN A YEAR**
- **ADDITIONAL SERVICES** (500 characters max., including spaces)

## DIGITAL PLATFORM EVENTS FORM

### PART 1 – GENERAL INFORMATION

- **SERVICE/PLATFORM NAME** (N.B.: in case of victory, the award plate will bear this wording)
- **WEBSITE**
- **COUNTRY**
- **SERVICE/PLATFORM DESCRIPTION** (1000 characters max., including spaces)
- **OWNERSHIP AND DEVELOPER TEAM** (500 characters max., including spaces)
- **FEATURES, WITH REFERENCE TO THE APPLICATION OF THE PLATFORM/SERVICE TO DIGITAL/HYBRID EVENTS** (1000 characters max., including spaces)
- **USABILITY AND EFFECTIVENESS** (500 characters max., including spaces)
- **INNOVATIVE ELEMENTS** (500 characters max., including spaces)
- **COMPATIBILITY WITH SOCIAL MEDIA PLATFORMS, ETC.** (500 characters max., including spaces)
- **CASE HISTORY:** description of one or more illustrative case histories, detailing solutions implemented to adapt to the pandemic scenario, which took place between November 1, 2020, and October 15, 2021 (2000 characters max., including spaces)
- **NETWORKING AND PUBLIC ENGAGEMENT MECHANISMS** (1000 characters max., including spaces)



## EVENT SERVICE FORM

### **PART 1 – GENERAL INFORMATION**

- **COMPANY NAME** (N.B.: in case of victory, the award plate will bear this wording)
- **WEBSITE**
- **COUNTRY**
- **YEAR OF ESTABLISHMENT**
- **TYPE OF SERVICE** (event staff, special effects, audio/video services, etc.)
- **DESCRIPTION AND STRENGTHS, WITH REFERENCE TO INNOVATIVE ELEMENTS** (1000 characters max., including spaces)
- **SOLUTIONS IMPLEMENTED TO ADAPT TO THE PANDEMIC SCENARIO AND TO RESPOND TO NEW CUSTOMER NEEDS** (1000 characters max., including spaces)
- **CASE HISTORY:** description of one or more illustrative case histories, detailing solutions implemented to adapt to the pandemic scenario, which took place between November 1, 2020, and October 15, 2021. (2000 characters max., including spaces)