

# FAQ for Shortlisted Agencies

## ABOUT THE LIVE PRESENTATIONS

### 1. At what time is my presentation?

The live presentation schedule will be available after the publication of the shortlist on Bea World Website. The Organisers will send you a detailed mail on how the live presentations will work.

### 2. Can I change the time of my presentation or make a specific request?

We are sorry, but for organisational reasons we are unfortunately unable to change or preschedule your presentation time.

### 3. What is the structure of my presentation? It will be divided in 3 parts:

- 3 min video
- 2 min presentation
- 2 min Q&A from the Jury and the audience.

### 4. My project has been shortlisted in more than one category. Should I give only one presentation for all categories?

No, you will have the opportunity to present your project in all categories where your event has been shortlisted. It might be the case that you will have to present your event in different rooms, in front of different Jurors.

In case your event is presented more than once in the same room, the jury might choose to watch the video only once, but you will still have your 2 mins of presentation and 2 mins for Q&A.

**5. Is the video shown during the presentation the same that I uploaded on the platform?**

Yes, the long version video. It won't be possible to change it.

**6. Will the presentation be in English? Is there the option to have a simultaneous translation?**

All presentations must be in English and no translation service will be provided.

**7. My event has been shortlisted, but I cannot attend the Festival. What will happen then?**

A good live presentation can make the difference, so it is highly suggested to attend the Festival and present your project. If can't, your video will be screened in front of the jury that will give a vote right afterwards.

**10. What is the structure of the Jury Panel?**

The Jury Panel is composed by representatives of corporations and associations. During the live presentations, it will be divided into 4 groups, in separate rooms, each supervised by a vice-president.

To see the complete Jury, visit [www.beaworldfestival.com/jury](http://www.beaworldfestival.com/jury)

**11. Which criteria does the Jury follow in the evaluation of the projects?**

While evaluating each entry, each Juror will consider the following aspects of the event:

- Creativity & Innovation – Creative idea and technological innovation to reach dedicated business objectives.
- Execution – Participants' experience, flow of the event, direction, set design, audio/video/lighting production.
- Effectiveness – Achievement of the stated objectives, such as target audience results, survey results, business impact results and ROI (profit of event compared to cost).
- Channel Strategy – Communication channel strategy: the omni-channel strategy applied to the event and its impact according to the objectives.
- Relevance with the Company's communication objective and brand values.
- Overall quality, especially in comparison to the budget.

- The competitors in the same category.

## ABOUT THE FESTIVAL

### 12. Do I need to buy a ticket to access the Festival?

Yes. You can purchase the pass here: <https://beaworldfestival.com/ticket/>

### 13. What is included in my Delegate Pass?

The Delegate Pass includes:

- Access to live presentations (23 Nov)
- Delegate Lunch and Dinner (23 Nov)
- Access to educational programme (24 Nov)
- Delegate Lunch (24 Nov)
- Access to awards ceremony and after-party (24 Nov)
- Participation to leisure activities (25 Nov)

Please note that accommodation and travel are not included.

### 14. Is there a dress code during the Festival?

Yes.

- Business casual for the days
- Black Tie Optional for the awards ceremony

## LOCATION

Main Festival Venue: Auditorium Parco Della Musica Ennio Morricone

Address: Via Pietro de Coubertin, 30, 00196 Roma RM

For any further information, please contact:

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