



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 20 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

EVENT FORM

PART 1

- **NAME OF VENT:** 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 - 1st September 2023 – 30th September 2024**

The registered events must take place/have taken place, in whole or in part, between September 1st, 2023 and September 30, 2024. 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 15 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: Event aimed at a business target: trade, clients, agents (e.g.: conference, incentive, fair)
 - B2C EVENT: Event aimed at the final consumer (e.g.: product launch/service, roadshow, etc.)
 - B2I EVENT: Event aimed at a business target: trade, clients, agents (e.g.: conference, incentive, fair)
- ◆ **CATEGORIES**
 - BRAND ACTIVATION: Experiential marketing initiative aimed at creating engagement between the target and the product (e.g., in-store events, consumer promotions, shopper marketing operations, sampling campaigns, etc.)
 - CELEBRATION/FESTIVITY: Events organised to commemorate a recurrence, an anniversary, another special occasion, or to celebrate the opening of new buildings, points of sales etc
 - CONGRESS & CONFERENCE: Meetings of representatives of a profession, trade body, or other interest group, to present and discuss a specific topic of common interest targeted to an audience external to the organiser
 - CONVENTION: Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc
 - CREATIVE INSTALLATION: Territorial activation event through artistic installations, 'stunts' for promotional/commercial purposes, etc
 - CULTURAL EVENT : Event of an institutional or cultural nature that includes elements of show, entertainment, and public engagement (e.g., festivals, institutional ceremonies, public institution events, etc.)
 - EDUCATIONAL/TRAINING EVENT: Event with educational/training objectives aimed at all targets
 - FAIR: an exhibition aimed at a specific industry to introduce and display new products and/or services
 - FESTIVAL: an event featuring a set of coordinated activities (e.g., artistic/musical performances, games, happenings, festive and entertainment activities, etc.) that celebrates or is inspired by a specific theme
 - INCENTIVE/TEAM BUILDING EVENT: Incentive travel and team building events to foster motivation, strengthen loyalty towards a company, and encourage the reach of business goals. They can be targeted

both to an internal or external audience

- **MUSICAL EVENT:**Event of musical nature that includes elements of show, entertainment, and public engagement (e.g., festivals, concerts, etc.)
- **NON-PROFIT/CSR EVENT:**Events committed to a social issue, and with non-profit objectives
- **PRESS & PR EVENT:**Events specifically (even if not exclusively) targeted to journalists, such as press conferences, press days, press presentations etc
- **PRODUCT/SERVICE LAUNCH:**Event specifically designed and organised for the launch of a new product or a new service
- **PUBLIC INSTITUTION EVENT:**Events promoted by public bodies (e.g., local governments, city councils, etc.), such as cultural events, festivals etc
- **ROADSHOW:**Event that takes place at different times in different stages and locations, but with the same concept and objective, aimed at a business and/or consumer target
- **SPORTING EVENT:**Events focused on sports, combined with show and entertainment in an original and engaging way
- **TRADE-RETAIL EVENT:**In-store events, street marketing, consumer promotions, shopper marketing activities, sampling campaigns, etc

◆ SPECIAL CATEGORIES

- **INTEGRATED EVENT:**A project in which the event is a key element of the planning strategy. However, the agency must have also followed all other activation stages, in addition to video production and streaming, creating an actual live communication platform, and adding the delivery social media content, media management, etc
 - **LOW BUDGET EVENT:**Events carried out with a budget lower than €50,000, showing outstanding creativity to reach event objectives with a minimal cost per head
 - **ORGANISATIONAL COMPLEXITY MANAGEMENT:**Event in which a complex organisational plan is managed wisely and effectively to achieve the objectives
 - **PROPRIETARY FORMAT:**Event defined by an original format owned by the organiser, designed and produced by an agency or company
 - **SUSTAINABLE EVENT:**most innovative, creative, and effective sustainable achievement, minimising the event's environmental footprint and/or contributing to an economic or social development
 - **UNEXPECTED USE OF A SPACE:**Event in which the unconventional use of a space is a determining factor for the success of the operation
 - **USE OF ARTIFICIAL INTELLIGENCE:**an event created with the support of AI applied to one or more phases of the event (e.g., creative process support, chatbot use, automated scheduling, flow monitoring, event showmanship support, etc.)
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- **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.)
- **USED TECHNOLOGIES** (500 characters max., including spaces.)
- **XXX (NAME OF FEATURE CATEGORIES) DESCRIPTION** describe the peculiarities of your project from the perspective of this feature category. (1000 characters max., including spaces.) (only if you choose one or more special categories)

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)

OTHERS