ENTRY GUIDE

Citywest Hotel Dublin

Friday, 20 July

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The Event Industry Awards is celebrating 10 years of excellence and showcasing the very highest standards in Ireland’s event industry.

There is no doubt that the individuals, companies and clients who comprise the event industry are truly world-class operators.

The EIAs encourage these teams and individuals to constantly raise the bar, to innovate and maintain their commitment to achieving excellence.

The award categories reflect the main areas of excellence in the industry and we hope that you enter the ones most appropriate to you.

The cost of entry is €95.00 ex VAT for the first entry with each subsequent entry charged at €35.00 ex VAT. Payment can be made by Debit/Credit Card at the final stage of the submission process online.

The Event Industry Awards ceremony itself also offers a great opportunity to make new business connections and strengthen existing client relations.

Shortlisted entrants and winners will have their national profiles raised. And of course, there’s the beautiful trophy which the successful entrants will take away on the night.

What are you waiting for? Get your thinking cap on and start putting your entries together!

We wish all our entrants the best of luck and we look forward to receiving your entries.

Categories

Entries must be made online at www.eia.ie.

There are 24 categories to choose from:

Best Event Management Company
Best Event Team
Best Live Event
Best Live Music Event
Best Sporting Event
Best Exhibition
Best Professional Conference Organiser
Best Awards Ceremony
Best Conference
Best Launch Event
Best Purpose Built Event Venue
Best Hotel Event Venue
Best AV Company
Best Lighting Supplier
Best Event Caterer
Best Corporate Event
Best Corporate Entertainer
Best Event Design
Best Event Sponsorship
Best Event Innovation
Best Event Infrastructure Provider
Excellence in Education & Training
Technology Award
NEW: Best In-House Event Team

How to Enter

When completing your entry, please follow these rules:

- All activities cited in support of your entries must have been ongoing within the past 12 months from the closing date of these awards.
- Please ensure your submission fits onto no more than 5 A4 pages in portrait PDF format, including supporting materials such as pictures, graphs, testimonials, etc.
- Please answer each of the key criteria points allocated to the category that you are entering. This is what the judges base their scores on. Back up your key points with other information such as tables, graphics, figures, pictures etc.
- You may enter as many categories as are relevant, however each entry must be tailored to meet the category criteria.
- The entering party does not have to be a resident in the ROI or NI, but the projects that support their entry must have taken place in these areas.

You will need the following to complete your entry:

- Your 5 A4 page PDF entry document.
- A 50 word summary of your entry. This may be used in full in our Awards booklet or in our script. It must be relevant to the category you are entering. So, if you are entering a project, the summary must be about the project; if you are entering a person, it must be about that person.
- 2 high resolution landscape photos (300 dpi) relevant to your entry and the category you are entering. So, if you are entering a project, the photos must be about the project; if you are entering a person, they must be of that person.
- These will be used as part of the AV presentation on the night, so choose photos that you are proud to display.
- A JPEG version of your logo. If your submission relates to an event, we require the event logo; if your submission relates to your organisation, we require the organisation logo.
- The name of the person who will accept the trophy on your behalf in the event you should win. This may be used in post awards media coverage.
- Please note: All of the above items will be required in order to submit your entry, and you will not be able to modify your entry once uploaded.
1. Read the criteria and make sure you answer each point. The judges use the criteria points as a basis for their scores, so make sure you touch on each criteria point. You can use additional facts, figures and information to back up or add to these points. By following the criteria you stand a better chance of scoring highly and make the judge’s job easier!

2. Enter the right categories. Some companies seem to enter certain categories, and then ignore the one that they would stand a much better chance of winning. To start, look through the categories carefully and choose the most relevant to you. This will give you a better chance of winning.

3. Facts are very powerful; and waffle or generalities cut very little ice with the judges. There are lots of ways of presenting data, and one may look a lot stronger than the others. We’re not advocating you twist the truth; but we do feel it’s within the rules for you to make the strongest possible case for your event/organisation.

4. Don’t write more than you’ve been asked to supply. There is a limit on the number of pages you can submit (5 A4 Pages). Don’t go above this as the judges won’t read reams of supporting information. In the same way don’t do ultra-minimal entries and simply rely on your profile to get yourself noticed.

5. Put yourself in the judges’ shoes. Think about what would really impress them. What makes you special and distinctive. Our judges are all senior people and you need to think about your entry from their perspective. In many cases we see entries prepared by junior members of the team who can miss key selling points. The best entries have input from someone at Board level.

6. Check everything carefully. Many entries include fundamental errors – mainly spelling or grammatical errors.

7. Phone a friend. The entries team working on the awards are happy to talk through draft entries and are always willing to give guidance. So if you want to try something a bit different, and would like our thoughts on that before you submit your entry, give us a call – we’ll do our best to give you a sensible steer.

8. Good presentation pays dividends. You are not judged on how pretty your entry looks, but busy judges are inevitably attracted to easy-to-read, neatly laid out entries. Some of the better submissions include simple, summary bullet points. The best presented entries often incorporate a range of small photographs, clever charts or graphs and other visual material that makes it very easy to absorb and digest.

9. Boast, don’t be modest! Your positive opening words are crucial - so begin with the end! This is the hook which will encourage those judging to delve deeper. Don’t ramble; get to the point, every word should count. Be proud of what you have done, this is one time when it is absolutely right to boast. Testimonials are very powerful too!

10. Promote your business. It is not often you are given the chance to generate this kind of publicity; so encourage and praise your team and you might be surprised to discover that you can win one of the most prestigious awards in the sector. And if you win, think of the huge marketing advantage that will give you.

Judges & Judging Process

An independent panel of recognised industry experts representing the event sector will determine the winners of the Event Industry Awards. This includes judges based in Ireland as well as judges from further afield, bringing their international expertise and experience to the judging process.

To view who will be judging this year’s EIAs, visit www.eia.ie.

Shortlisting

- Once the entry deadline is reached, all entries will be carefully examined and scored using the criteria by the shortlisting panel of experts.
- The highest scoring submissions will be selected to go forward to the shortlist for each category.
- You will receive an email from the Event Team letting you know if your entry was successful or not.
- The shortlist of finalists will be published on the Awards’ website, www.eia.ie.

Judging

- Judges are divided into panels, based on their expertise, to ensure any possible conflict is avoided.
- All judges score finalists based on the relevant category criteria.
- Scores are then collected by the event team and collated.
- Scores are sent to the judging coordinator who checks and verifies all scores.
- The highest scoring entrant is declared the winner of that category.

The winners will be announced at the awards night in the Citywest Hotel, Dublin, on July 20th.
To win this prestigious award you’ve got to be good, very good. It is about depth, diversity, delivering value for money and originality. You’ve organised all kinds of events of all scales, but no matter what the projects are, one ingredient is common to all your endeavours: faultless execution. This kind of excellence comes from a deep-seated passion to be the best and to give your clients and stakeholders the best product possible.

We’d like to see examples of your events over the past 12 months; they could be a product launch, awards ceremony, exhibition, a live event or something completely unique. We’ve set the bar high for this category and if you clear it, well, you’ll richly deserve your award.

**Examples of event organisers that should enter**: Event management companies, exhibition organisers, event production companies, corporate hospitality companies, music and live entertainment promoters.

**Criteria**: Where appropriate write a little about each of the topics listed below in your 5 A4 page submission:

- **Company information**: When the company was established, number of employees, types of events you organise, key skills within your team and what you feel has been your contribution to the event industry.
- **Summarise the events your company have organised in the past 12 months**: Objectives, budgets, target audiences, the size and scope of the events as well as comparisons with previous year’s events where relevant.
- **Execution and Outcomes**: What were your concepts, how did you fulfil the objectives set out, outline any special challenges faced and resolutions, how were the events marketed and promoted, what media coverage was achieved, how many people attended the events and what was the feedback from clients and attendees.
- **Value to the Client**: Were the events delivered on budget? What steps were taken to deliver the best possible value to the clients?
- **Please detail any innovations that your company introduced in the past 12 months.**
- **Were the events carbon neutral? If so, please provide details on how this was achieved.**
- **Include any other relevant statements or facts which support your entry.**

This award is for the Event Team that can demonstrate extraordinary teamwork and examples of how they went the extra mile to wow their target audiences, as well as delivering highly professional events. If you think your team has something to shout about then tell our judges about it and you might just pick up a much-deserved award for your excellence.

**Examples of teams that should enter**: teams that have worked on an event in the past 12 months.

**Please Note** - Companies that are not ‘Event Companies’ should enter our category ‘Best In-House Event Team’

**Criteria**: The judges would like to see examples of teamwork that contributed to a successful outcome. Where appropriate write a little about each of the topics listed below in your 5 A4 page submission:

- **Team Background**: outline the members of your team, including examples of your collaborative efforts. Please also include information relating to definitions of roles, allocation of tasks, motivation, problem solving and communications within the team.
- **Team Skills**: outline the key skills and expertise within your team.
- **Summarise the event(s) your team have worked on in the past 12 months**: objectives, budgets, target audiences, the size and scope of the events, as well as comparisons with previous years’ events where relevant.
- **Contributions and Achievements**: contributions and the impact of your team on the events executed in this period, innovations introduced, achievements, benefits of the work carried out to the company or client, challenges faced and how they were overcome.
- **Include any other facts or statements that you feel are relevant to support your entry.**
Ireland is world renowned for its music. If you’ve organised a live music event over the past 12 months that lived up to the reputation then you should enter this category - from intimate gigs to sprawling festivals, our judges want to hear about them all.

Examples of event organisers that should enter: Music promoters, festival organisers and live music event organisers.

Criteria: The judges would like to see hard-evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- Event Information: history of event (is it a new event or has it been going for a number of years?), what kind of music event was it, what was the line-up, what were the objectives, who were the team behind it, were there any special features for the attendees other than the main event.
- Please specify the event budget and any creative uses of the same.
- Delivery and Execution: what were your concepts and how did you fulfil the objectives set out, outline any special challenges faced and resolutions, how were the events marketed and promoted.
- Achievements and Outcomes: what media coverage was achieved, what was the profile and number of attendees and what feedback was received from clients/sponsors and attendees.
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral? If so, please provide details on how this was achieved.
- Include any other relevant statements or facts which support your entry.

With 1 in 6 Irish people attending a sporting event on a regular basis, sporting events are a big business. If you’ve pulled off a spectacular sporting event in the past 12 months that delivered an outstanding experience for spectators, then you should enter this category.

Examples of event organisers that should enter: Sport promoters and organisers.

Criteria: The judges would like to see hard-evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- Event Information: history of event (is it a new event or has it been going for a number of years?), what kind of event was it (GAA, football, boxing, other) what were the objectives, who were the team behind it, were there any special features for the attendees other than the main event.
- Please specify the event budget and any creative uses of the same.
- Delivery and Execution: what were your concepts and how did you fulfil the objectives set out, outline any special challenges faced and resolutions, how were the events marketed and promoted.
- Achievements and Outcomes: what media coverage was achieved, what was the profile and number of attendees and what feedback was received from clients/sponsors and attendees.
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral? If so, please provide details on how this was achieved.
- Include any other relevant statements or facts which support your entry.

There is nothing like a live event to put even the most seasoned event professional or promoter to the pin of their collars. If you’ve pulled off a spectacular live event, including but not limited to a comedy or entertainment event, and done it with style that’s garnered plaudits for your endeavour, then you should enter this category.

Examples of event organisers that should enter: Live Entertainment promoters and organisers.

If your submission relates to a live music event, please enter Best Live Music Event.

Criteria: The judges would like to see hard-evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- Event Information: history of event (is it a new event or has it been going for a number of years?), what kind of event was it (entertainment, comedy, other?), what were the objectives, who were the team behind it, were there any special features for the attendees other than the main event.
- Please specify the event budget and any creative uses of same.
- Delivery and Execution: what were your concepts and how did you fulfil the objectives set out, outline any special challenges faced and resolutions, how were the events marketed and promoted.
- Achievements and Outcomes: what media coverage was achieved, what was the profile and number of attendees and what feedback was received from clients/sponsors and attendees.
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral? If so, please provide details on how this was achieved.
- Include any other relevant statements or facts which support your entry.
If you organise exhibitions you'll want to win this award. To do so you have to tell us about a business or consumer exhibition you've organised, what the challenges were, the deliverables you signed up to achieve and the positive outcomes gained for your exhibitors and show attendees.

**Types of event organisers that should enter:** Exhibition organisers.

**Criteria:** The judges would like to see hard-evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- **Event Information:** history of exhibition (is it new or has it been going for a number of years?), what industry/business sector does it serve, who were the team behind it, were there any special features for the attendees? Please provide samples of exhibitors and sponsors, and details on the amount of exhibition space utilised.
- **Please specify the event budget and any creative uses of same.**
- **Delivery and Execution:** how were exhibitors and attendees recruited, outline any special challenges faced and the resolutions, how was the exhibition marketed and promoted.
- **Achievements and Outcomes:** what media coverage was achieved, what was the profile and number of attendees, how many exhibition spaces were sold and what feedback was received from exhibitors and attendees.
- **Please detail any innovations that you introduced through this project.**
- **Was the event carbon neutral? If so, please provide details on how this was achieved.**
- **Include any other relevant statements or facts which support your entry.**

The professional conference organiser manages everything from a small meeting with half a dozen people to a multi-thousand delegate extravaganza that runs for several days. If you've organised conferences of scale and complexity to the highest possible international standards, then this is your chance to secure the kudos your efforts deserve.

**Examples of event organisers that should enter:** Professional Conference Organisers.

**Criteria:** The judges would like to see details of the scope of your operation, the size and type of conferences you have organised with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- **Company information:** when the company was established, number of employees, key skills within your team, business achievements and any national or international accreditation you may have, and what you feel has been your contribution to the event industry.
- **Summarise the conferences your company has organised in the past 12 months:** what are the names of the conference(s), name and description of the body on whose behalf you ran the conference(s), outline the processes that led to you securing the contract(s) and also provide comparisons with previous iterations of the conference where relevant.
- **Execution and Outcomes:** provide a summary of the conference programme(s) highlighting any exciting features, how many delegates attended (please divide into Irish and overseas), outline and special challenges faced and resolutions, how did you fulfill the objectives set out by the client, how were the conferences marketed and promoted, what media coverage was achieved and what was the feedback from clients and attendees.
- **Value to the Client:** were the conferences delivered on budget? What steps were taken to deliver the best possible value to the clients?
- **Please detail any innovations that your company introduced in the past 12 months.** Were the conferences carbon neutral? If so, please provide details on how this was achieved.
- **Include any other relevant statements or facts which support your entry.**

It had to happen - an awards ceremony for the best awards ceremony! We all know that awards programmes are the fun part of the industry but a lot of work, skill and dedication goes into those award ceremonies and some are better than others. If yours is the best then enter this award. Time to put your own work to the test!

**Examples of organisations that should enter:** Organisers of corporate award ceremonies.

**Criteria:** The judges would like to see hard-evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- **Event Information:** history of event (how did the awards come into being), how long has it been running, who were the team behind it, were there any special features for the attendees other than the awards. Please also list the award categories.
- **Please specify the event budget and any creative uses of same.**
- **Delivery and Execution:** how were entrants recruited, how were sponsors recruited and what benefit package was offered, describe the shortlisting and judging process deployed, outline any special challenges faced and resolutions, how was the event marketed and promoted.
- **Achievements and Outcomes:** what media coverage was achieved, what was the profile and number of attendees and what feedback was received from clients/sponsors and attendees.
- **Please detail any innovations that you introduced through this project.**
- **Was the event carbon neutral? If so, please provide details on how this was achieved.**
- **Include any other relevant statements or facts which support your entry.**
If you've organised a conference of scale and complexity to the highest possible international standards, then this is your chance to secure the kudos your efforts deserve. Tell us about a conference you've organised in the past 12 months, what the challenges were, the deliverables you signed up to achieve and the positive outcomes gained for your client and delegates.

**Examples of event organisers that should enter:** Professional Conference Organisers, Event Management Companies, organisations running in house conferences.

**Criteria:** The judges would like to see hard-evidence of the scope of the conference with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- **Conference information:** history of conference (is it new or has it been going for a number of years?), what industry/business sector does it serve, what were the objectives, who was the team behind it, how does it compare to previous iterations if relevant and were there any special features for the attendees?
- **Please specify the conference budget and any creative uses of same.**
- **Delivery and Execution:** how was the content for the conference created, how were delegates recruited, outline any special challenges faced and the resolutions, how was the conference marketed and promoted.
- **Achievements and Outcomes:** what media coverage was achieved, what was the profile and number of attendees, and what feedback was received from sponsors and delegates.
- **Please detail any innovations that you introduced through this project.**
- **Was the event carbon neutral? If so, please provide details on how this was achieved.**
- **Include any other relevant statements or facts which support your entry.**

If you have staged an event specifically designed to launch a new product, service, company or brand that has garnered media coverage, client accolades and demonstrates the power of the launch event to achieve marketing and business objectives, then you should enter this award.

**Examples of Organisations that should enter:** PR Agencies, Event Management Companies, Exhibition Organisers, Conference Organisers, Live Event Promoters.

**Criteria:** The judges would like to see hard-evidence of commercial and creative success from the introduction of a completely new branded product/service or company using a special one-off event. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- **Event Information:** rationale for the event in the first place, name and description of the body on whose behalf you provided the product launch, what objectives did the client set, who were the team who worked on the event.
- **Please specify the event budget and any creative uses of same.**
- **Delivery and Execution:** what were your concepts and how did you fulfil the objectives set out, highlight any exciting features, outline any special challenges faced and resolutions, how was the event marketed and promoted.
- **Achievements and Outcomes:** what press coverage was generated, what was the profile and number of attendees and what feedback was received from the client and attendees.
- **Please detail any innovations that you introduced through this project.**
- **Was the event carbon neutral? If so, please provide details on how this was achieved.**
- **Include any other relevant statements or facts which support your entry.**

You could have a great idea and a great client but if you haven’t got a great venue and a great venue team then your best-laid plans could count for nought. This award goes to the purpose built event venue that, in the opinion of the judges, takes a spectacular event space and marries it with a great team - front of house, catering and support - to deliver outstanding results on a regular basis. If you think that your venue fits this description then please enter.

**Examples of Venues that should enter:** Convention Centres, Concert Venues, Live Entertainment Venues, Sporting Stadia, Purpose Built Outdoor Venues.

**Criteria:** The judges would like to see details of the scope of your operation, the scale and type of events hosted, with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- **Venue Information:** genesis/history of venue, outline your organisation’s background, facilities, the equipment and technology available, capacities, formats and flexibility of your venue space(s).
- **Team background:** outline the key areas of expertise to be found in the team who run the venue.
- **Achievements and unique selling points:** what makes your venue a strong candidate in this category? Have you introduced any innovative ideas? If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- **Are you a carbon neutral venue? Or are you striving to become one? If the latter, then what are you doing to achieve this and when do you hope to do so?**
- **Include any other facts or statements that you feel are relevant to support your entry.”
You could have a great idea and a great client but if you haven’t got a great venue and a great venue team then your best-laid plans could count for nought. This award goes to the hotel venue with event facilities that, in the opinion of the judges, takes a spectacular event space and marries it with a great team - front of house, catering, support - to deliver outstanding results on a regular basis. If you think that your venue fits this description then please enter.

**Examples of Venues that should enter:** Hotels with event facilities.

**Criteria:** The judges would like to see details of the scope of your operation, the scale and type of events hosted with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission.

- **Venue Information:** genesis/history of the hotel, outline your organisation’s background, the equipment and technology available, facilities, capacities, room numbers, formats and flexibility of your venue space(s).
- **Team background:** outline the key areas of expertise to be found in the team who run the venue.
- **Achievements and unique selling points:** what makes your venue a strong candidate in this category? Have you introduced any innovative ideas? If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- **Are you a carbon neutral venue? Or are you striving to become one?** If the latter, then what are you doing to achieve this and when do you hope to do so?
- **Include any other facts or statements that you feel are relevant to support your entry.**

It’s not just about the technology: it’s the people too. If you are thinking of entering this award then you need to show that you have a first-class team of committed AV specialists and the know-how to convert your client’s vision into crisp images and crystal clear sound with flair and imagination. You’ve completed countless projects with varying degrees of complexity. You’ve suggested ideas that add value to your client’s investment. You’ve done it all AND kept to the budget. If these words describe your AV company, please enter and show us how good you really are.

**Examples of organisations that should enter:** AV companies.

**Criteria:** The judges would like to see hard-evidence of the scope of your operation, the size and type of events you support with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission.

- **Company information:** when the company was established, number of employees, key skills within your team, equipment inventory.
- **Summarise the events your company has worked on in the past 12 months:** objectives, budgets, the size and scope of the events.
- **Execution and Outcomes:** what were your concepts, how did you fulfil the objectives set out, outline any special challenges faced and resolutions, describe the AV set ups used, and include feedback from clients and attendees.
- **Value to the Client:** was the project delivered on budget? What steps were taken to deliver the best possible value to the clients?
- **Have you introduced any innovative ideas in the past 12 months?** If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- **Include any other relevant statements or facts which support your entry.**

Light creates atmosphere. This award goes to the lighting supplier that has provided the most dazzling and innovative lighting installations. It could be light blasting from the stage of a major music event or the intimate subtle shading that can make ordinary products look extraordinary at a launch or showcase. Whatever the scale or sophistication, if you have the equipment and are expert at setting it up in a really impressive way, then this category is for you.

**Examples of organisations that should enter:** Suppliers/Hirers/Installers of Event Lighting Equipment.

**Criteria:** The judges would like to see hard-evidence of the scope of your operation, the size and type of events you have worked on, and any innovative lighting systems you have supplied. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- **Company information:** when the company was established, number of employees, key skills within your team, equipment inventory.
- **Summarise the events your company have worked on in the past 12 months:** objectives, budgets, the size and scope of the events.
- **Execution and Outcomes:** what were your concepts, how did you fulfil the objectives set out, outline any special challenges faced and resolutions, describe the lighting set ups used, and include feedback from clients and attendees.
- **Value to the Client:** was the project delivered on budget? What steps were taken to deliver the best possible value to the clients?
- **Have you introduced any innovative ideas in the past 12 months?** If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- **Include any other relevant statements or facts which support your entry.**
This award recognises the hard work, dedication, and innovation of event caterers across Ireland. If you have provided food and beverage for any kind of event in Ireland - and can demonstrate creative flair, innovation, value for money and delicious food - then this is the category for you.

Please note that all entrants to this category must be available for a tasting between May 24th & June 8th. This will account for 50% of your overall score.

Examples of organisations that should enter: Catering and banqueting teams who provide food and beverage for events.

Criteria: The judges would like to see hard evidence of the scope of your operation, the size and type of events you cater for with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- Company information: services you provide, when the company was established, number of employees, key skills within your team, numbers catered for, any special requirements.
- Summarise the events your company have worked on in the past 12 months: objectives, budgets, the size and scope of the events.
- Execution and Outcomes: how the menu was designed, rationale for use of specific produce, integration of the catering service with the overall event (for example, was there any particular themes carried over into the food/drink element), outline any special challenges faced and resolutions and include feedback from clients and attendees.
- Value to the Client: was the project delivered on budget? What steps were taken to deliver the best possible value to the clients?
- Have you introduced any innovative ideas in the past 12 months? If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- Include any other relevant statements or facts which support your entry.

Are you especially proud of a corporate or promotional event that you staged? Then this is the category for you. This award is open to any size of event; the deciding factor will be the overall impact the event had.

Examples of Organisations that should enter: PR & Marketing Companies, Event Management Companies, Corporate Hospitality Companies.

Criteria: The judges would like to see hard evidence of the scope of the event with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- Event Information: rationale for the event in the first place, who was the client and what objectives did they set, who were the team who worked on the event.
- Please specify the event budget and any creative uses of same.
- Delivery and Execution: what were your concepts and how did you fulfil the objectives set out, outline any special challenges faced and resolutions, how was the event marketed and promoted.
- Achievements and Outcomes: what press coverage was generated, what was the profile and number of attendees and what feedback was received from the client and attendees.
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral? If so, please provide details on how this was achieved.
- Include any other relevant statements or facts which support your entry.

This award is open to nominations from the entertainer or a 3rd party. The entertainers nominated must have performed at an event during the last 12 months. Entertainment includes all aspects of performance: song, dance, instrumental acts, comedy, magic, speciality acts etc.

Please note that all entrants to this category must be available to perform at the Event Industry Awards ceremony in front of a live audience on Friday, July 14th; winners will be chosen on the night by live vote.

Examples of acts who should enter/be nominated: Parties who have provided entertainment at an event over the past 12 months.

Criteria: The judges would like to see a recent video of your performance and some background on the act, with emphasis on any unique aspects that may pertain.

- Video: please provide a link to video footage, of up to 5 minutes in duration, of a recent performance.
- Background information: description of your act, when did you start performing, the kind of events at which you have performed (audience size, client, purpose of event), career highlights, future ambitions.
- Testimonials: All acts must provide at least 3 client testimonials.
This award recognises the specialist infrastructure providers without which major events could not be staged. Every event needs specialist support; fencing, staging, rigging, props, temporary structures, crowd barriers, power, toilets... the list is endless. But if you supply an element or elements that are deployed in the staging of a major event, then this category is for you.

**Examples of organisations that should enter:** Suppliers of specialist support services to the events industry.

**Criteria:** The judges would like to see hard-evidence of the scope of your operation, the size and type of events you support with emphasis on any unique aspects that may pertain. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission.

- **Company information:** when the company was established, services provided, number of employees, key skills within your team, equipment inventory.
- **Summarise the events your company has worked on in the past 12 months:** objectives, budgets, the size and scope of the events.
- **Execution and Outcomes:** how did you fulfil the objectives set out, outline any special challenges faced and resolutions, describe the services provided and include feedback from clients and attendees where possible.
- **Value to the Client:** was the project delivered on budget? What steps were taken to deliver the best possible value to the clients?
- **Have you introduced any innovative ideas in the past 12 months? If so, what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?**
- **Include any other relevant statements or facts which support your entry.**

This award recognises the most effective use of technology in the event industry. This may be via the introduction of a new technological product or by using existing technology more efficiently.

**Submissions can be made by either the technology provider or end user.**

**Entry is by a 5 A4 page submission;** the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- **Background:** Please outline the technology nominated including a summary of its uses and benefits.
- **Key Projects & Initiatives:** Please provide a brief description of significant projects or initiatives that utilised the technology nominated.
- **Innovation:** Please include details of any unique efforts or processes that have been employed, demonstrating how the technology helped the outcome or was a positive force for change.
- **Outcomes & Results:** Summarise the outcomes of these efforts including the contribution to business growth and benefits to the end user.
- **Include any other facts or statements that you feel are relevant to support the entry.**

This award recognises the Irish based third level institution, technical training college or organisation that can best demonstrate excellence in the delivery and development of knowledge or skills in the event industry.

**Entry is by a 5 A4 page submission;** the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- **Background:** Please outline the size and nature of your organisation
- **Programme:** What is the curriculum or programme? Please detail curriculum development, student/delegate numbers and course accreditation and affiliation.
- **Development:** How did the course prepare or develop the students/delegates for their career in the event industry?
- **Excellence in Education and Training:** Provide examples where an individual or the institution has gone beyond curricular requirements to facilitate students or delegates.
- **Industry Exposure:** Outline the exposure of students/delegates to the wider event industry. This may include listings of invited speakers, details of site visits to research, industrial or other relevant institutions nationally and globally.
- **Please provide details on dissemination of studies to the broader community. This may include publications, workshops, student awards or details of any competitions entered and prizes attained.”
Great set and lighting design can make (or break) an event. This award goes to the event designer or lighting designer (or joint team) that has produced the most amazing looking stage sets/presentations in the past 12 months. So the award could go to an eye-popping set or computer generated visualisation linked to a huge rock concert; equally it might go to someone that has produced an impressive result on a modest budget. Whatever the scale or sophistication, if you are a master of this particular art, then this category is for you.

Examples of organisations that should enter: Set/Event/Lighting Designers.

Criteria: The judges would like to see hard-evidence of the size and type of events you have worked on, and the innovative sets/events you have designed. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- Company or team information: when the company/team was established, number of employees/members, key skills within your team.
- Summarise one stand-out installation that you were responsible for from the last 12 months, including objectives, budgets, the size and scope of the event.
- Execution and Outcomes: what were your concepts, how did you fulfil the objectives set out, outline any special challenges faced and resolutions, describe the design used and how it was implemented, and include feedback from clients and attendees.
- Value to the Client: was the project delivered on budget? What steps were taken to deliver the best possible value to the clients?
- Please detail any innovations introduced in your sample project.
- Include any other relevant statements or facts which support your entry.

Sponsorship and events go hand-in-hand, and sponsorship is now a major revenue source for most event organisers. At the same time, major brands and organisation know that a tie-up with the right event can deliver branding and relationship building with their target audiences in a way that pure advertising can’t match. This award goes to the best example of an event and a sponsor working together to achieve outstanding results.

Examples of Organisations that should enter: Sponsors of major events, either directly or through the organisers.

Criteria: The judges would like to hear how the sponsorship worked for both parties. Where appropriate, write a little about each of the topics listed below in your 5 A4 Page submission:

- Sponsorship information: please describe the event which was the subject of the sponsorship: how long has it been in existence, the market it serves, unique features etc. What were the objectives of the sponsorship: e.g. connecting with a specific audience, positioning the brand to a new market, brand launch, key messages etc. Outline the key skills within the team who worked on the sponsorship, and provide a background of the sponsor.
- Delivery and Execution: how was the sponsorship activated pre-event, at the event, post-event: e.g. did the sponsor integrate the event sponsorship within their own marketing activity, how was the sponsorship communicated with the event marketing programme etc.
- Achievements and Outcomes: provide details of the outcome e.g. how were the objectives met, who attended, audience feedback, sponsor feedback, ROI, media coverage etc.
- Please detail any innovations introduced in your sponsorship.
- Include any other relevant statements or facts which support your entry.

This award is for innovation in events; this encompasses everything from live experience events to innovative social media campaigns, data gathering and registration services to any other innovation which you feel has taken the event experience to a new level. If you have introduced an innovative new element to one of your events in the past 12 months, then this is the category for you.

If your entry relates to the introduction of a new technology or the use of existing technology, please enter the Technology Award.

Examples of organisations that should enter: Providers, Event Management Companies, Exhibition Organisers, Conference Organisers, Sport Promoters, Music and Live Entertainment Promoters.

Criteria: The judges would like to see hard evidence and results from any unique aspect you have introduced to events in the past 12 months. Where appropriate, write a little about each of the topics listed below in your 5 A4 page submission:

- Company or team information: when the company/team was established, number of employees/members, key skills within your team.
- Summarise the nature of the innovation, including objectives, the event(s) it related to, budgets and the size of audience reached.
- Execution and Outcomes: what were your concepts, how was your innovation leveraged, how was it executed and what results did it achieve? Have your clients/attendees given you feedback on these initiatives?
- Include any other relevant statements or facts which support your entry.
More and more organisations, from venues to blue chip companies, are developing in-house event teams who are tasked with producing highly professional events for their internal clients. This award is for the in-house team that goes the extra mile to wow their target audiences and help deliver stated business objectives. If you think your team has something to shout about then tell our judges about it and you might pick up a much-deserved award for your excellence.

Examples of organisations that should enter: Employees who organise events on behalf of their company, Venue’s in-house event teams.

Please Note - Companies that are ‘Event Companies’ should enter our category ‘Best Event Team’.

Criteria: The judges would like to see examples of teamwork that contributed to a successful outcome. Where appropriate write a little about each of the topics listed below in your 5 A4 page submission:

- Team Background: outline the members of your team, including examples of your collaborative efforts. Please also include information relating to definitions of roles, allocation of tasks, motivation, problem solving and communications within the team.

- Team Skills: outline the key skills and expertise within your team.

- Summarise the event(s) your team have worked on in the past 12 months: objectives, budgets, target audiences, the size and scope of the events, as well as comparisons with previous years’ events where relevant.

- Contributions and Achievements: contributions and the impact of your team on the events executed in this period, innovations introduced, achievements, benefits of the work carried out to the company or client, challenges faced and how they were overcome.

- Include any other facts or statements that you feel are relevant to support your entry.
The Awards Night

The Event Industry Awards 2018 will take place in the Citywest Hotel, Dublin, on Friday, July 20th.

The Awards is a black tie gala evening where the cream of Ireland's event sector will be recognised and celebrated in front of an expected audience of over 600 senior executives.

The evening will begin with a drinks reception. A 3 course meal will then be served in the ballroom. Throughout the evening, there will be an abundance of live entertainment. Once dinner has concluded, we get on to the main event and announce the winners in the Awards Ceremony. When all winners have been crowned, we finish off the night with more live entertainment and networking.

Don’t miss out, book your seats online!

What the People Say

“It is the best accolade you can get in terms of the event industry in Ireland. It is such a good boost for ourselves, our team and our clients. We genuinely were really really happy.”

- James Gavin, Grooveyard Event Management


“What you see here tonight (is) that you’ve got 40 tables: top venues, hotels, catering companies throughout Ireland, so to bring home two awards is very significant to our company and great at promoting our venue as well.”

- Sinéad Heneghan, Croke Park Meetings & Events

Best In-House Event Team 2017 & Best Purpose Built Event Venue 2017

“Winning an award at the Event Industry Awards really is the recognition of being the best of the best within your industry. It also showcases companies that are quite creative, quite innovative, looking at locations around Ireland not just Dublin, showcasing the best of what the industry has to offer.”

- Rachelle O’Brien, Dublin Institute of Technology

Excellence in Education & Training 2017

Opportunities

Business River is the network solutions arm of Event Strategies and owns a large suite of large, medium and small scale events across many industries and sectors.

Some of our other event properties are listed below.

Our Sponsorship is a comprehensive collection of marketing and communications that create the platform for you to have important business conversations with your target market.

Please enquire about our packages:

- Title Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Supporter