



## ENTRY KIT

Entry Deadline 30 June, 2015  
Awards Ceremony 31 August 2015

[www.conference.icesap.org](http://www.conference.icesap.org)

# INTRODUCTION

## The Definitive Awards for Business Events

*CEI* and *ICEAP*'s Excellence Awards aim to recognise and celebrate companies applying best practice to the creation, planning, production and management of innovative and successful events.

The Awards are open to all companies running events across the Asia-Pacific region. Projects entered can include conferences, incentive programmes, meetings, product launches, hospitality programmes etc. Corporate in-house teams, agencies, suppliers and venues are encouraged to enter the awards for 2015.

We look forward to celebrating the best of the best in Asia's business events industry!



Atifa Hargrave-Silk  
Brand Director, CEI Asia



Nigel Gaunt  
President, Incentive, Conference & Event Society Asia Pacific

# CATEGORIES

## Business Excellence

Best Incentive Event of the Year  
Best Product Launch of the Year  
Best Conference of the Year  
Best Live Event of the Year  
Best Use of a Small Budget

## Sectors of Excellence

Banking & Finance Event of the Year  
Automotive Event of the Year  
IT & Telecoms Event of the Year  
Pharma, Health & Beauty Event of the Year  
Consumer Durable Event of the Year  
Fast Moving Consumer Goods Event of the Year

## Teams of Excellence

Destination Marketing Team of the Year  
Agency of the Year  
Grand Prix *(this category can not be entered directly)*

# CRITERIA FOR ENTRY

**The five 'Business Excellence' Awards will go to exceptional B2B events that stand out from the crowd in their respective sectors.**

## Business Excellence

**Objectives:** Outline what the company's business challenge was and why an event was the best solution to meet that challenge. What were the client's core objectives for the event? Include details on any pre-event research that was carried out.

**Challenges:** What were the key challenges faced when organising the event and how were these overcome?

**Solution:** Please outline clearly the event delivered, including creative, content, venue, destination, logistics, focusing on how the solution was designed specifically to meet the client's business challenge. Include details on pre- and post-event strategies and any social media and technology used.

**Results:** Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. How did the event help deliver on the business challenge? Judges will look for entries that can demonstrate both creativity and proven ROI.

## Sectors of Excellence

**The six 'Sectors of Excellence' awards will go to exceptional B2B events that stand out from the crowd in their respective sectors.**

**Objectives:** Please include any background information or challenges facing the particular industry sector that may

be relevant. What were the client's core objectives for the event? Outline clearly any pre-event research carried out. Include any pertinent information relevant to the client that impacted the event, e.g. new management team, merger, recent financial challenges.

**Challenges:** What were the key challenges faced when organising the event and how were these overcome? For example, logistical challenges, unforeseen circumstances such as issues with destination or venue, challenges around secrecy.

**Delivery:** Please outline clearly the event delivered, including details on creative, content, venue, destination, logistics, focusing on how the solution met the brief and what makes this event stand out. Include details on pre and post-event strategies, any social media and technology used.

**Results:** Please include client testimonials on the event and any statistics available from post-event analysis and qualitative feedback. Did the event deliver on its core objectives? Judges will look for entries that can demonstrate both creativity and proven ROI.

## Teams of Excellence

**The 3 'Teams of Excellence' Awards will go to exceptional individuals and teams of companies that have stood out in their respective sectors. Please note: The Grand Prix award can not be entered directly.**

### Destination Marketing Team of the Year

Entrants must submit three clear examples of their

# CRITERIA FOR ENTRY

best work done to promote their destination in the past year. These can include examples of sales meetings and roadshows, fam trips, promotional campaigns, incentives and innovative marketing methods used to promote the profile of the destination and boost group bookings. Judges will look for creativity and interactivity/engagement - how did the team engage with its target audience and get them to interact with the destination brand?

Include any relevant statistics relating to these campaigns such as sales figures, traffic to any linked websites, evidence of sales uplift and increased market awareness. Include the number of events you worked on in the last year, with details of standout events, including measuring ROI for clients and client testimonials. Also outline details of how the destination team has worked to add value for clients visiting the destination and helped their events exceed expectations.

## **Agency of the Year**

This category is designed to be given to an agency that has demonstrated an impressive year in terms of financial performance, new business growth, staff retention/recruitment, training and development, investment and innovative business practices. Entrants must provide accounts detailing event-based turnover and new business picked up in the last year (this information will be treated confidentially). Demonstrating ROI for B2B clients and how the agency has implemented CSR and sustainability practices both internally and for client events will also contribute to the judges' decision.

## **Grand Prix**

One main Award will be presented to the company or individual the judges feel has proven outstanding excellence in the business events industry. This will be chosen from all of the category entries and cannot be entered directly.

# ENTRY AND SUPPORT MATERIAL GUIDELINES

## How to enter

What do I need to do to enter?

1. Upload your written submission\* online by clicking - **Enter Now**
2. Click on the Categories & Criteria tab and choose which category/ies you wish to enter
3. Write your written submission following the guidelines given under each category
4. Put together any further supporting material following the guidelines below

You have 5MB in total for each online entry you upload. Please ensure that your entry does not exceed 5MB as you will not be able to upload it successfully.

## Your Written Submission

The word limit for your written submission is 1,000. It is strongly advised that you do not exceed the word limit.

## Early Entry Fees (Before 16th June)

Standard Entry: USD200.00

ICE Members: USD120.00

## Entry Fees (By 30th June)

Standard Entry: USD250

ICE Members: USD150.00

## General Criteria

Provision of the following key information will enable the judges to reach a fair evaluation of your submission:

What was the challenge?

What objectives were set?

Was research important in setting objectives?

What was the solution put forward?

Was marketing an important aspect?

What creative approach was adopted?

How was it put into effect?

Can you provide the names of your supplier companies?

How was the project evaluated?

What results were achieved, both in quantitative and qualitative terms?

Additionally, is there any supporting material? Picture files? Video files? Other documents? Supporting data? If you can answer those questions, then your entry will hold the attention of and fully inform the judges.

## Eligibility period

All projects entered for the Excellence Awards must have taken place between 1 January, 2014 – 30 April, 2015.

## Support Material

Please note you may only upload a total of 5MB, after you have uploaded your submission you may then upload images to illustrate your project, min 300dpi (do not provide images in pdf format). Images may be used in the Awards supplement and the AV presentation, should your entry reach the shortlist. Please make clear any special instructions that will help the judges access internet sites you may have provided.

If you have video footage or a complex slideshow you would like to include in your submission then please host the movie or slideshow on a web page and include a link to the movie or slideshow in your written submission.

Support material can also be sent in the post to:

Cara Taylor

23/F, The Centrium,

60 Wyndham Street, Central, Hong Kong

## Terms and Conditions

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

- Upon submission of the online entry form, entry fees are chargeable and you will be liable to pay for the entries, even in the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by clients.
- Formats and file size of the supporting materials must be strictly adhered to.
- You may enter the same entry in more than one category. However, for each entry you must provide separate documentation, support materials and entry fee. Judges may reassign the entries at their discretion.
- In cases whereby the number of participating entries is less than 3 in a single category, the judges have the right to re-distribute the entries into other relevant categories or not award the category and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.
- Only the entries that follow the prescribed format as stated in the entry kit will be accepted.
- Entries not in English should be accompanied by a translation.

# ENTRY AND SUPPORT MATERIAL GUIDELINES

- The judges determine if an entry is worthy of shortlist or winning. The judges' decisions are final and neither the organisers nor the judging panel will enter into any correspondence about them.
- The organisers reserve the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entrants may mark various sensitive parts in their submission as "Not for publication" and tick the "Confidentiality request" box on the online entry form provided these restrictions are not used excessively.
- Entries are non-returnable.
- Entries unpaid by June 30, 2015 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

## **Contact details**

Queenie Chung

Secretariat Administrator

Direct: +852 3175 1925 Fax: +852 2122 5214

Email: [queenie.chung@icesap.org](mailto:queenie.chung@icesap.org)