



ENTRY KIT

EARLY ENTRY DEADLINE: 5 SEPTEMBER 2016
FINAL ENTRY DEADLINE: 16 SEPTEMBER 2016
AWARDS CEREMONY: 1 DECEMBER 2016

conference.icesap.org

INTRODUCTION

Celebrating the Best in Business Events

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

The Excellence Awards are open to all individuals and companies running Incentive Travel Programmes, Conferences and 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 2016.

The winners will be celebrated in December in Singapore, and 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

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

Your written submission must not exceed the 1000 words limit, and should include the following sub-headings:

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? These can include logistical challenges, unforeseen circumstances such as issues with a destination or venue, and challenges around secrecy.

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 and overcome any challenges. 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.

Best Brand Activation Event of the Year:

This award will celebrate the most effective, attention-grabbing brand activation event of the year. Judges will be looking for relevance and creativity. Please include information on the aim, size of the event and whether it stood alone or was part of a larger campaign.

Best Live Event of the Year:

This award will celebrate the most innovative live event of the year. Evidence how you executed a hyper-creative and high-tech event that engaged audiences before, during and after the final act. Show how you transformed a mundane space and/or conventional programme with technology, art and live performances to create an exciting and memorable experience for all.

Best Incentive Travel Programme of the Year:

This award will celebrate a creative incentive itinerary that delivered its ROI. Please show how you designed and executed the right motivational event to meet your company/client objectives. Judges will be looking for creative and memorable itineraries that had a positive impact on employee/attendee behaviour.

Best Conference of the Year:

This award will celebrate a conference that stands out from the crowd. Please show how you have created an innovative use space for example, or introduced new packages and/or technological innovations.

Best Use of Technology:

This award will be given to a company that has effectively used the latest technology and/or social media to enhance an event. Evidence how you have incorporated the latest technological innovations to create buzz, deepen audience engagement, and extend the lifespan and legacy of an event. Judges will be looking for the most effective or creative use of digital or social media channels. These may include use of blogs, Twitter, Facebook, mobile applications, or other emerging tools.

Logistical Challenge of the Year:

This award will be given to a company that overcame logistical challenge(s) in the organisation and execution of an event. Please show how you overcame logistical challenge(s) such as last minute changes to the destination, venue or itinerary. Please highlight the challenges and solutions.

Best Use of Budget:

This award will be given to an event that stands out from the crowd and delivered on objectives despite having a limited budget. Evidence how you made excellent use of a limited budget to achieve the business goals of an event. Judges will be looking for creative cost-saving solutions.

CATEGORIES

TEAMS OF EXCELLENCE

The three '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 cannot be entered directly.

Destination Marketing Team of the Year:

Entrants must submit three clear examples of their best work done to promote their destination in the period covered by the awards. 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 period covered by this year's awards, 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 period covered by the awards. 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.

CRITERIA FOR ENTRY

How to Enter

All entries are to be submitted online at conference.icesap.org

1. Submit your entry online by clicking - **Enter Now**
2. Select the category you wish to enter
3. Write and upload your written submission following the guidelines given under each category
4. Put together any further supporting material(s) following the guidelines below

Entry Fees

Early entry fees (By 5 September 2016)

Public: USD210 per entry

ICE Members: USD140 per entry

Late entry fees (After 5 September 2016)

Public: USD270 per entry

ICE Members: USD170 per entry

Entries may be withdrawn at any point up to 16 September 2016 upon written request. Please note, however, that entry fees are non-refundable. No refunds will be given for wrong, disqualified, duplicate or withdrawn entries. In addition to the above, should entry fee remain unpaid by 19 September 2016, the entry will be disqualified and IC&E Society Asia Pacific Limited will retain the right to claim for unpaid entry fees.

Payment Methods:

Entry fees are payable in USD, and can be completed online, after the completion and submission of your entries on the submission system. There are four payment methods to select from:

CREDIT CARD ONLINE

You will be redirected to our secure payment gateway, AsiaPay, where you key in all your credit card details. For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/ Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

If you are having trouble with the credit card online system, please download and complete the offline credit card form and contact the organisers.

CREDIT CARD OFFLINE

Complete the offline credit card form, print it out and scan/email to hanielyin.wong@haymarket.asia (cc: marilyn.lim@haymarket.asia). For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

CHEQUE / BANK DRAFT

The cheque / bank draft (USD only) should be made payable to "IC&E Society Asia Pacific Limited". Please attach it to the print out of your confirmation email and send it to:

For Singapore companies:
Re: ICESAP Awards 2016
Attention: Marilyn Lim
IC&E Society Asia Pacific Limited
21 Media Circle, #05-05, Infinite Studios
Singapore 138562
Tel: (+65) 6579 0559

For all other companies:

Re: ICESAP Awards 2016
Attention: Hanielyin Wong
IC&E Society Asia Pacific Limited
10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay, Hong Kong
Tel: (+852) 3175 1920

BANK TRANSFER

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate that to the bank clearly when making the transfer.

Beneficiary Name: IC&E Society Asia Pacific Limited
Beneficiary Address: 10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay, Hong Kong
Bank Name: CitiBank N.A., Hong Kong
Bank Address: Citibank Tower, Citibank Plaza,
3 Garden Road, Central, Hong Kong
Bank code: 006 (For local transfer only)
Branch code : 391
USD Account No.: 62347152
Swift Code: CITIHKHX

Upon successful bank transfer payment, please email hanielyin.wong@haymarket.asia (cc: marilyn.lim@haymarket.asia) a scanned copy of the bank transfer slip, clearly stating the entry or invoice numbers that the payment is for.

ENTRY AND SUPPORT MATERIAL GUIDELINES

Your Written Submission

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

File size: Not more than 5MB
File formats: .doc/ .pdf

Please ensure that your entry does not exceed 5MB as you will not be able to upload it successfully.

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 May 2015 - 31 August 2016.

The work must be carried out within the Asia-Pacific region, including Australia and New Zealand.

Endorsement

All Business Excellence awards entries must be endorsed by your client representative authorising the entry and data. The entry will only be accepted with your client endorsement. You will need to provide your client contact details on the online submission system and the endorsement email will be generated and emailed directly to your client for endorsement.

All Teams of Excellence awards entries must be endorsed by a senior management member from your agency/ company. Your entry cannot be endorsed by the same person who submitted the entry.

Important Notes

You may enter the same entry into more than one category. However, each entry submitted into an additional category is considered as an individual entry, and you will need to provide separate documentation, support materials and entry fee. Judges may reassign the entries at their discretion.

Where there are more than one agency/ company involved, it has to be agreed in advance between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, or if both agency and client enter the same work, the submission may be treated as a joint entry for the purposes of judging at the organiser's discretion. Any duplicated entry fee will be forfeited.

All written submission must be completed and submitted in English. If you have any supporting materials that are not in English, you are required to provide a translation.

Entrants may mark various sensitive parts of their submission clearly as "Not for publication", by highlighting these information in **yellow**, and tick the "Confidentiality request" box on the online entry form, provided these restrictions are not used excessively. Information marked as confidential will be treated as such.

You will also need to submit three (3) compulsory hi-res images that will be used to showcase the entry if awarded. If you are submitting for Business Excellence Awards, the 3 photos should be images from the actual events (no logos or media clippings). For Teams of Excellence Awards, the 3 photos submitted must be of team photos.

File size: Less than 5MB
File formats: .jpg, .png, .gif
(At least 300dpi, RGB)

ENTRY AND SUPPORT MATERIAL GUIDELINES

Support Material

To accompany your written submission, entries may be supported with relevant back up material(s). The support material(s) should show evidence of the success of your work.

A maximum of three (3) support materials can be submitted online either in the form of a microsite or on our entry system so that these can be accessed by the judges at the time of judging. No file sharing site/ FTP should be used.

1. You may submit no more than three (3) items of supporting materials, on top of the three (3) compulsory hi-res images required. Be selective and provide only the most effective and successful items that make your case.

DOCUMENTS

File size: Less than 5MB

File formats: .doc, .pdf, .ppt

PICTURES/PHOTOGRAPHS (At least 300dpi, RGB)

File size: Less than 5MB

File formats: .jpg, .png, .gif

AUDIO

File size: Less than 5MB

File formats: .mp3

VIDEOS

File size: Less than 25MB

File formats: .mov, .mpeg2, .wmv, .mpeg, .mp4, .mpg

2. Any supporting data must be accompanied by an indication of the source of reference.
3. All materials in languages other than English must be submitted with a translation.
4. Any microsites must be live from date of submission. Please supply passwords, if needed, for access to the microsite URL. No FTP or file-sharing sites are allowed.
5. If you have video footage or a complex slideshow you would like to include in your submission, please either host the video or slideshow on a microsite or upload them directly as support materials based on the formats stated above.
6. If you have submitted any video(s) as supporting material(s), three (3) copies of DVDs/USB sticks containing the hi-res versions of the same submitted videos will need to be submitted to the organiser. Please mail the three (3) copies of DVDs/ USB sticks, labelled clearly with the entry number assigned upon completion of your online submission, to the address below no later than 21 September 2016.

ICESAP Awards 2016

IC&E Society Asia Pacific Limited

Attention: Marilyn Lim

21 Media Circle, #05-05 Infinite Studios

Singapore 138562

Tel: (+65) 6579 0559

The organisers reserve the rights to publish the video wholly or in part. If there is/are any content on the DVDs that are not meant for publication, please label "NOT FOR PUBLICATION" on the DVD itself. Delivery deadline: 21 September 2016.

TERMS AND CONDITIONS

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 or duplicate submissions.
- 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 IC&E Society Asia Pacific Limited 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.
- 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 of their submission as "Not for publication", by highlighting these information in yellow, and tick the "Confidentiality request" box on the online entry form, provided these restrictions are not used excessively. Information marked as confidential will be treated as such.
- Once an entry is shown on the entry system as 'Completed', this denotes that the entry has been accepted by system and that the entry will be processed. At this point, all entry fees are due and payable to IC&E Society Asia Pacific Limited. Cancellation of entries after the system has shown that the entry is 'finalised' for any reasons, is not accepted. Any withdrawn, cancelled, disqualified or duplicate entries are still due and payable to IC&E Society Asia Pacific Limited.
- Entries unpaid by 19 September 2016 may be disqualified and IC&E Society Asia Pacific Limited will retain the right to claim for unpaid entry fees.
- Entries are non-returnable.



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