



Entry Guide



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Welcome to the **Event Industry Awards 2011**

The Event Industry Awards 2011 are open for entries!

As with previous years, and to encourage as many entries as possible, there is no charge to enter the Event Industry Awards 2011.

We know from feedback that gaining recognition through these Awards both impresses customers, and also acts as recognition of the efforts of colleagues and other stakeholders.

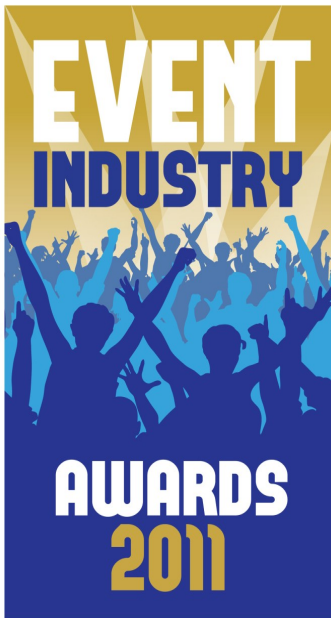
There is no doubt that the individuals, companies and clients who comprise this vibrant and essential industry are truly world-class operators. It adds value to business at every level and provides Ireland with a cutting edge in the international market place.

The EIAs encourage these teams and individuals to constantly raise the bar, to innovate and maintain their commitment to achieving excellence. Now in its third year, the Event Industry Awards is the only awards programme to accolade this excellence and a superb opportunity for the Industry to come together and celebrate with our peers.

The EIAs will once again accolade excellence in the industry encompassing all areas; major live events, corporate events, exhibitions, conferences, AV hire, catering, design, lighting and corporate entertainment amongst others.

Shortlisted entrants will have their national profiles raised just by making the final, and winners will receive coverage in the Irish Independent who will once again report on the gala awards night. And of course, there's the beautiful trophy which the successful entrants will take away on the night.

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



Entry Guide & Judging

How To Enter

It is free to enter the Event Industry Awards. All entrants must submit a document of no more than 5 A4 pages that covers the key criteria set out for the category they are entering. Carefully read the section that describes the criteria the judges will be using to assess each category and make sure you cover all of these in the submission you prepare.

Entry this year is online, please see www.eia.ie for more information

Make sure you focus on good hard information, backed up by solid facts and figures.

When completing your entry either online or by post, please follow these rules:

- All activities cited in support of your entries must have been ongoing within past 12 months from the closing date of these awards
- The entering party does not have to be resident in the ROI or NI but the events that support their entry must have been staged in those markets.
- Please ensure your submission fits onto 5 pages of A4 format including supporting materials such as pictures, graphs, tables etc
- Please try to answer each of key points that the judges will be looking for and lay out the information – text, tables, graphics etc so that it is easy and clear to understand

- You may enter as many categories as you like, however you must submit a separate entry each time
- To complete the online entry process, you will need the following items:
 - Your entry document, no longer than 5 pages and in Word or PDF format
 - 2 high resolution landscape photos (300 dpi) relevant to your entry
 - A jpeg version of your organisation logo
 - The name of the person who will accept the trophy on your behalf in the event you should win.

Please note: All of the above items will be required in order to submit your entry, and you will not be able to adjust your entry once uploaded.

Check out the [Enter Online](#) and [How to Enter](#) pages of our website for further tips on entering the awards.

Closing date is **Friday, May 6th at 5.00PM.**

Note: Submissions after the closing date may not be accepted

Judging

There will be two judging panels, each comprising 3 judges. A number of finalists will be short-listed in each category, and these will be unveiled on our website www.eia.ie and in the Irish Independent. The awards night will be also covered by the Irish Independent with photographs of all winners published.

You can enter as many categories as you like, but you must complete an entry form for each category (back of this leaflet) and attach your submission for each category you enter separately. Alternatively you can enter online at www.eia.ie.

For each submission, please post us 10 copies of your entry. Provide clear, quantitative evidence to support your entry. Please do not submit any additional promotional literature for any of the awards, as your entry will be assembled into packs that are sent to our judges to read before they gather to decide the winners

Don't forget:
The deadline is 5.00PM Friday, May 6th



Categories & Criteria

PLEASE REMEMBER: All activities described in your submission should have occurred/been ongoing within the 12 months prior to the entry deadline.

REQUIREMENTS: The entering party does not have to be resident in the ROI or NI but the events that support their entry must have been staged in those markets.

Best Event

You cannot enter this award directly as the shortlist will be selected by the judging panel from all the entries received.

Best Event Management Company

To win this prestigious award you've got to be good, very good. It is about depth, diversity and originality. You've organised all kinds of events of all scales, but no matter what the project is, 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. It could be an exhibition, a product launch 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.

Types of event organisers that should enter: Specialist event management companies, exhibition organisers, conference organisers, music and live entertainment promoters.

Criteria:

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was the company established, number of employees, types of events you organise, key skills within your team.
- Summarise the brief for the event you have chosen to support your entry: what objectives was the project designed to achieve, target audience, special challenges and resolutions any other relevant information or facts
- Execution: how did you fulfil the brief, what was your concept, how was the event marketed and promoted, media coverage achieved, who attended, feedback from attendees, feedback from your client
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Outstanding Contribution

The entrants in the category can be self-nominated or put forward by a third party. The nominees should be people who are part of the events industry landscape in Ireland. They're big names with big achievements, the names we all want to know more about and to shake hands or have a drink with. So think about who is the individual, in your view, that fits this bill then nominate them and find out if our judges agree with your choice?

Please complete a 500 word submission describing why you feel the nominee is a worthy contender for this award.

Best Live Music or Entertainment Event

There is nothing like a live music or entertainment 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 music or entertainment event, done it with style and garnered plaudits for your endeavour you should enter this category.

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

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain. Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was the company established, number of employees, types of events you organise, key skills within your team.
- Event description: history of event (is it a new event or has it been going for a number of years?) what kind of event was it (music, comedy, sport, other?), tell us about the content, were there any special features for the attendees other than the main event
- Facts and figures: audience figures and profile
- Marketing and PR: how was the event sold to its target market, media coverage achieved
- Execution: logistical challenges and resolutions
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Best Event Sponsorship

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 organisations 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.

Types of event organisers that should enter: Sponsors of major events directly and/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 500 word submission:

- Company information: when was your company/business/organisation established, number of employees, types of events you organise, key skills within your team.
- 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
- How were the objectives met: provide details of the outcome e.g. who attended, audience feedback, sponsor feedback, media coverage etc
- 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
- Were there any innovative features of this sponsorship
- Please provide a summary of any relevant media coverage

Best Exhibition Organiser

If you organise exhibitions you'll want to win this award. To do so you have tell us about an event(s) 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 your operation, the size and type of event(s) you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was your company/business/organisation established, number of employees, types of events you organise, key skills within your team.
- Event description: is it a new event or has it been running for a number of years? What industry/business sector does it serve? Samples of exhibitors and sponsors.
- Please provide us with details on the following: amount of exhibition space utilised, marketing programme, media coverage, number of attendees, breakdown of attendance (position, industry sector etc).
- Logistical challenges and resolutions
- Objectives of the event and the outcomes achieved
- Innovation - are there any innovations that were features of your exhibition
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Best Business Exhibition

If you organise business exhibitions you'll want to win this award. To do so you have tell us about an event 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 your operation, the size and type of event(s) you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was your company/business/organisation established, number of employees, types of events you organise, key skills within your team.
- Event description: is it a new event or has it been running for a number of years? What industry/business sector does it serve? Samples of exhibitors and sponsors.
- Please provide us with details on the following: amount of exhibition space utilised, marketing programme, media coverage, number of attendees, breakdown of attendance (position, industry sector etc).
- Logistical challenges and resolutions
- Objectives of the event and the outcomes achieved
- Innovation - are there any innovations that were features of your exhibition
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant
- Company information: when was the company established, number of employees, types of events you organise, key skills within your team.

Best Consumer Exhibition

The public are a fickle lot! To get them into a consumer event is an art in itself and keeping them there comes down to creation of the indefinable 'chemistry' that a great public event always seems to generate. Plus we all know that clients can be 'demanding' too. So if you've managed to pack the public in and keep them happy while, at the same time, satisfying the sales and marketing needs of your clients then you've staged an event that might win this category.

Continued overleaf

Best Consumer Exhibition *continued*

Types of event organisers that should enter: Organisers who have staged an exhibition(s) for a consumer audience.

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was your company/business/organisation established, number of employees, types of events you organise, key skills within your team.
- Event description: is it a new event or has it been running for a number of years? What business sector does it serve? Samples of exhibitors and sponsors.
- Please provide us with details on the following: amount of exhibition space utilised, marketing programme, media coverage, number of attendees, breakdown of attendance (age, gender, social group etc).
- Logistical challenges and resolutions
- Objectives of the event and the outcomes achieved
- Innovation - are there any innovations that were features of your exhibition
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Best Lighting Company

Light creates atmosphere. Atmosphere can make or break an event. This award goes to the lighting company who can literally dazzle and blind us with their mastery of the art of lighting. 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 are a master of this particular art, then this category is for you to win.

Types of event organisers that should enter: Providers of Event Lighting services

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background: number of employees, key team members and their relevant expertise, how long you've been in business, sample clients and projects
- Please describe the client brief for the project you have chosen to enter
- Let us know how you fulfilled this brief
- Please detail any unusual logistical challenges and resolutions
- Did you introduce any innovations in executing this project
- Include any other statements or facts that support your entry that you feel are relevant

Best Corporate Hospitality Company

This award is to find out the best Corporate Hospitality Company in Ireland. If you are going to enter then you will most likely have a stellar reputation for providing superb corporate hospitality packages that capture the imagination, match or surpass the client's brief and go off without a hitch.

Types of event organisers that should enter: Providers of Corporate Hospitality packages.

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background, areas in which you operate, key personnel and their skills
- Please outline brief that gave rise to the project(s) that you have chosen to support your entry
- Please describe the project(s) focussing on facts: how many people were catered for, elements of the package, special features etc

Continued overleaf

Best Corporate Hospitality Company

- Logistical challenges and resolutions
- Please outline the outcomes achieved for your clients
- What makes your entry a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector through this project– if so what are they and what effect have they had on your business?

Best In-house Event Team

More and more 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.

Types of event organisers that should enter: Employees of companies who organise events on behalf of their company.

Criteria: The judges would like to see examples of the events you have organised.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your company's/business/organisations background
- What was the brief for the event(s) you have chosen to support your entry
- How was the brief fulfilled
- Were there any unusual logistical challenges
- Why do you believe that your entry is a strong candidate in this category?
- Have you introduced any innovative ideas to your events? If so what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives.
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other facts or statements that you feel are relevant to support your entry

Best Awards Ceremony

It had to happen - an awards ceremony for the best awards ceremony! We all know that awards programme 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!

Types of event organisers that should enter: Organisers of corporate award ceremonies

Criteria: The judges would like to see details of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Company information: when was your company/business/organisation established, number of employees, types of events you organise, key skills within your team.
- Please describe how the awards ceremony came into being
- How long has it been running
- Please list the award categories
- Can you describe the short-listing and judging process deployed
- How many people attended the event last year
- PR coverage for the event: extent of coverage and how it was achieved
- Are there any innovative features of the awards
- Please describe the benefits package your sponsors receive as part of their involvement in the awards
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Best Professional Conference Organiser

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.

Types 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 events you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- When was your company/business/organisation founded
- Please describe your organisation's structure, number of colleagues, key skills, business achievements and any national or international accreditation you may have
- What is the name of the conference(s) which support your entry
- Name and description of the body on whose behalf you ran the conference(s)
- Please outline the process that led to you securing this contract
- Please provide a summary of the conference(s) programme highlighting any exciting features
- How many delegates attended (please divide into Irish and overseas)
- Was there any particular element of your presentation or approach that you feel was particularly persuasive in securing the contract(s)
- Can you estimate the value of this conference to Ireland in terms of the economic activity generated by it being staged here
- Were there any particular logistical or organisational challenges and if so how were they resolved
- Was the conference(s) carbon neutral and if so please explain how this was achieved
- Include any other facts or statements that you feel are relevant to support your entry

Best Large Events Venue

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 venue 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.

Types of event organisers that should enter: Venue owners/operators

Criteria: The judges would like to see details of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background
- The genesis/history of the venue you have entered into the awards
- Please describe capacities, formats and flexibility of your venue
- What makes your entry a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector? 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?
- Outline the key areas of expertise to be found in the team who run the venue
- Include any other facts or statements that you feel are relevant to support your entry
- Was the conference(s) carbon neutral and if so please explain how this was achieved
- Include any other facts or statements that you feel are relevant to support your entry

Best Conference Events Venue

You could have a great idea and a great client but if you haven't got a great facilities and a great function team then your best-laid plans could count for nought. This award goes to the conference venue 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 conference venue fits this description then please enter.

Types of event organisers that should enter: Venue owners/operators

Criteria: The judges would like to see details of the scope of your operation, the size and type of event you organise with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background
- Outline the key areas of expertise to be found in the team who run the venue
- The genesis/history of the venue you have entered into the awards
- Please describe capacities, formats and flexibility of your venue
- What makes your entry a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector? If so what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives.
- Is your venue a carbon neutral venue or do you have a carbon management strategy in place, if so please explain how you achieve this
- Include any other facts or statements that you feel are relevant to support your entry

Best AV Company

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 degree 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.

Types of events organisers that should enter: AV companies

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.

Criteria: Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background
- The genesis/history of the project(s) you have chosen to support your entry
- What makes your entry a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector? 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 company? 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?
- Outline the key areas of expertise to be found in the team who run your business
- Include any other facts or statements that you feel are relevant to support your entry

Best Event Design

The word 'design' has a very broad meaning when it comes to the events industry and this universality is now reflected in the design award criteria.

We want designers to enter for any or all aspects from concept to production encompassing built environments, video, graphic design, live performance, venue enhancement and audience participation in which they were the central driving force behind the realisation of the entered project.

Types of companies that should enter: Designers whose work is a central component to any event design solution.

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of design service you deliver with emphasis on any unique aspects that may pertain. Please detail the work you contributed on your entry. :

- Briefly outline your organisation's background
- The nature of the design contract(s) you have undertaken and have submitted to support your entry
- What makes your company a strong candidate in this category?
- With regard to your submitted projects, if possible, outline the business objectives of the design and how your solution fulfilled same
- Have you introduced any innovative services to your market sector? if so what are they and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives?
- you a carbon neutral company? 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?
- Outline the key areas expertise to be found in the team who provide your design service
- Outline the key areas expertise to be found in the team who provide your design service
- Include any other facts or statements that you feel are relevant to support your entry

Best Display Contractor

After the designer has created his dream stand you are confronted with building it. Craft, logistics, and budget are your watchwords as you execute the design in venues up and down the country and around the world. The judges want to hear about the type of projects you take on and the people who drive your business.

Types of companies that should enter: Display contractors

Criteria: The judges would like to see hard-evidence of the scope of your operation, the size and type of event you contract for with emphasis on any unique aspects that may pertain.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background
- The scale and size of events you support – if the range is diverse please detail
- What makes your company a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector – if so why and what effect have they had on your business? Have your clients/attendees given you feedback on these initiatives.
- Are you a carbon neutral event company? 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?
- Outline the key expertise to be found in the team who provide your services
- Include any other facts or statements that you feel are relevant to support your entry

Best Event Infrastructure Provider

An award for the specialist suppliers who provide infrastructure and service (Security, temporary sanitary services, health and safety, generators, insurance etc) without which major events could not be staged. This is a hard one to pin-down. Every major event needs specialist support. Loos for rock concerts. Security. Health and Safety audits. Generators. Catering. 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.

Best Event Infrastructure Provider

Types of events organisers 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, type of products/ services you provide, size 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 500 word submission:

- Briefly outline your organisation's background
- Examples of the projects you have been involved with
- List the services your company can provide to event organisers
- What makes your entry a strong candidate in this category?
- Have you introduced any innovative ideas to your market sector? 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 company? 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?
- Outline the key areas of expertise to be found in the team who delivers your service
- Include any other facts or statements that you feel are relevant to support your entry

Best Caterer

This award is open to caterers and banqueting teams who provide food and beverage for any kind of event in Ireland.

Types of event organisers 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 500 word submission:

- Company information: when was your company established, number of employees, types of events you cater to, key skills within your team.
- Event description: history of event (is it a one-off event or has it been going for a number of years?) what kind of event it was (wedding, trade launch, dinner, other?), describe the client's brief
- Facts and figures: numbers catered for, special requirements
- Menu design: 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),
- Banquette design: use of place settings, table settings and centre pieces, floral design, special sculptures, set pieces etc)
- Execution: were there any special logistical challenges and resolutions
- Please detail any innovations that you introduced through this project.
- Was the event carbon neutral if so please provide details how this was achieved
- Include any other statements or facts that support your entry that you feel are relevant

Best Corporate Entertainer

This Award is open to entertainers who 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. The shortlisted finalists will be invited to perform at the Event Industry Awards ceremony on June 12th in front of a live audience. Please advise when sending in your entry whether or not you will be available for this date.

Types of event organisers that should enter: Parties who provide entertainment at events

Best Corporate Entertainer

Criteria: Please provide video footage, of up to 3 minutes duration, of your performance(s) and a brief 300 word submission, where possible mentioning the following:

- When did you start performing
- Description of your act
- Kind of events at which you have performed (audience size, client, purpose of event)
- Career highlights
- Future ambitions
- Where possible please provide two testimonials

Best Green Event

This category is open to any event which has been staged with green concerns to the fore.

We are looking for imaginative and unique ideas on how to promote sustainable practices and green ideas. For example was an imaginative car-pooling strategy used to get people along, did you apply a food -miles metric to the catering. So if you can demonstrate a comprehensive programme to minimise the impact that your event has on the environment then this category could be for you. Be warned – simple carbon offsetting is unlikely to be enough to carry of this awards.

Types of event organisers that should enter: Event management companies, venues, in-house event teams, PR companies, exhibition organisers, conference organisers, music and live entertainment promoters.

Criteria: The judges would like to see hard-evidence of the scope to make your event greener through the use of suppliers and policies implemented, as well as evidence of future sustainable plans to ensure this wasn't just a one off.

Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Recycling and waste minimisation
- Litter control
- Use of "green" suppliers or materials
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

Best Use of Technology

This award is for innovative use of technology in events.

This encompasses everything from social media, data gathering, registration services and the internet in general and any technology which has taken the event experience to a new level.

If you have taken an event to a new level through the use of technology then tell us about.

Types of event organisers that should enter: Technology providers, Event management companies, exhibition organisers, conference organisers, music and live entertainment promoters.

Best Use of Technology

Criteria: The judges would like to see hard-evidence of the impact of the technology used. Where appropriate write a little about each of the topics listed below in your 500 word submission:

- Briefly outline your organisation's background
- The nature of the technology incorporated into your event, how it was leveraged and what results said technology helped generate
- What size audience was reached
- What makes your company a strong candidate in this category?
- Have you introduced any innovative uses of technology to the industry? 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 facts or statements that you feel are relevant to support your entry

Best Product Launch

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.

Types of event organisers that should enter: PR Agencies, Event management companies, designers, exhibition organisers, conference organisers, music and live entertainment 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 500 word submission:

- Briefly outline your organisation's background
- Outline the key areas of expertise to be found in the team who worked on the launch
- Name and description of the body on whose behalf you provided the product launch
- Please provide a summary of the product launch highlighting any exciting features and demonstrating how you surpassed the brief
- Outline the levels of press coverage garnered
- Were there any particular logistical or organisational challenges and if so how were they resolved
- Include any other facts or statements that you feel are relevant to support your entry

**Don't forget: The deadline is
5.00PM Friday, May 6th**



ENTRY FORM

One form to be completed for each category entered – please provide **10 copies** of this page when you send in your entry. Please note that entries should fit on 5 A4 pages, including all supporting material.

First Name

Surname

Company

Position

Address

No. of Employees

Tel

Fax

Email

Sending the entry for the Event Industry Awards 2011 means that you agree to Terms & Conditions (please familiarise yourself with them on the CATEGORIES AND ENTRANCE CRITERIA page of the website)

I wish to enter the following category in The Event Industry Awards 2011:

Send your entry materials to: **Event Industry Awards**, 20 Harcourt Street, Dublin 2.

Signature

Date

Deadline 5.00pm on Friday, May 6th 2011

Any enquiries about entering the awards should be directed to the **Event Industry Awards Team** who can be contacted on **01 407 0595** or **info@eia.ie**



TROPHY RECIPIENT FORM

Event: The Event Industry Awards 2011

Date: June 16th, 2011

Please complete the required fields carefully and return to:

Fax: 01 507 8680

Email: info@eia.ie

Mail: Event Strategies Ltd
20 Harcourt Street,
Dublin 2

For further information:

Tel: 01 407 0595

Visit: www.eia.ie

IMPORTANT INFORMATION

1. It is important that you advise us immediately if any details change as the information supplied will form part of the script which will be read at the awards ceremony.
2. Please ensure all details are entered accurately.
3. Please state name as is most commonly used, i.e. Christopher or Chris, Edward or Ted etc.

TROPHY RECIPIENT

FIRST NAME: _____

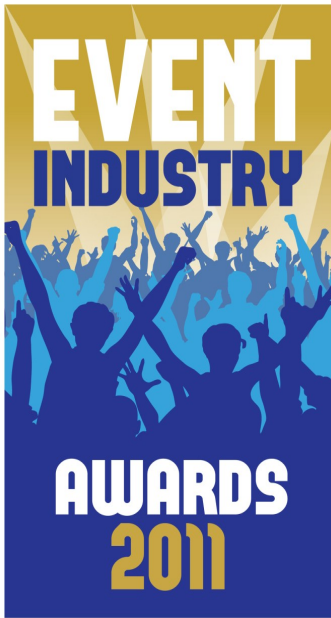
SURNAME: _____

POSITION: _____

COMPANY: _____

AWARDS CATEGORY: _____

Please specify how you require your company name to be engraved onto the trophy in wording only (no logo/special fonts):



Welcome to the **Event Industry Awards 2011**

10 x Copies of Entry

Numbered clearly and no longer than 5 A4 pages including all supporting material

2 x High quality photos to support Entry

Jpeg and landscape format of at least 300dpi

Jpeg copy of your logo

10 x Copies of Entry Form

For each entry submitted

Trophy Recipient Form

This should be the name of the person who will collect the trophy in the event that you win

I have read and agree to the Awards Terms & Conditions