

# Scottish Event Awards 2009

## Call for Entries

Whether you are staging an annual event for the umpteenth time, launching a new event or creating a one-off experience, the Scottish Event Awards is your opportunity to show that you can create event experiences that meet your objectives.



SCOTTISH  
EVENT  
AWARDS  
2009

With thanks to our sponsors:



Organised by:



Deadline for entries: **5pm Friday 5 June 2009**

# Scottish Event Awards 2009

## Call for Entries



### Events which can be entered include:

- Annual events that are improving or growing
- Regular events that are being refreshed
- New events that are creating a difference
- Events that are important to the local or national economy
- Events that promote places, companies, people or causes
- Events which celebrate Scottish traditions
- Events organised by Scottish organisers on a national or international stage
- Events staged in Scotland regardless of who organised it.

### Companies that can enter include:

Suppliers and event managers which can prove they are providing ongoing value and points of difference  
Event promoters or organizers who can demonstrate the marketing skills crucial to successful events whether staged for the public, businesses, clients or in-house teams

The Scottish Event Awards allows you to demonstrate your event skills, knowledge, delivery and results against your rivals and peers.

Judged by a panel of experts from the industry, the Scottish Event Awards are open to event organisers, promoters, suppliers and in-house event teams - or any company that can prove effectiveness in one of the category disciplines.

### Why Enter?

- Demonstrate your talent and skill to your company, clients and peers
- Stand out from the competition
- Gain fantastic PR opportunities
- Boost morale throughout your company and reward your hardworking team
- Highlight the importance of events
- Reassure clients that you are the best company for the job

### What/who is eligible for the 2009 awards?

Any event or event service delivered between 1st January 2008 and 5 June 2009.

Any event staged in Scotland regardless of who organised it.

Any event staged outside Scotland, provided it has been organised by a Scottish-based event company.

### Entry Fees

The entry fee for the first entry is £70+VAT and for each additional entry £40+VAT.  
Members of the Marketing Industry Network are entitled to a 10% discount on the entry fees.

### Deadline for entering

5pm Friday 5 June.

### How to enter

Log on to [www.scottisheventawards.net](http://www.scottisheventawards.net).  
Browse the categories to decide which ones suit you best.  
Go to 'Submit an entry' page and create an account.  
Follow the onscreen instructions to upload your entry and make your payment.

### Awards ceremony

The results of the 2009 Scottish Event Awards will be announced at a ceremony to take place on Friday 11 September in the Hilton Hotel, Glasgow. To book your tickets, contact [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com) for a booking form and more information

### Contact us

For more information on categories, how to enter or general enquiries please contact Kimberley Baran on 0141 559 6078 or email [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

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### Categories

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**Overall Awards** – these are selected from all the entries and need not be entered

- 1 Event Management Grand Prix**
- 2 Event Services Grand Prix**
- 3 Chairman's Award**

#### **Business to Business**

- 4 Best Awards Scheme** – for any award-type event
- 5 Best Conference** – for any conference
- 6 Best Exhibition** – open to B2B exhibition events
- 7 Best Corporate Hospitality** – such as corporate hospitality, Christmas party, team building, golf days etc this category is principally events not organised for commercial reasons
- 8 Best In-House Event** – any event organised by an in-house team
- 9 Best Product Launch** – for events staged to launch new products or services

#### **Leisure**

- 10 Best Exhibition** – such as leisure shows, topic related exhibitions open to the public
- 11 Best Cultural** – e.g. music, literature, visual art, performance art
- 12 Best Sports** – any event involving sporting activity such as spectator tournaments, participative events
- 13 Best Large Event** (10,000+ attendees)
- 14 Best Medium Event** (1,000-10,000 attendees)
- 15 Best Small Event** (<1,000 attendees)

#### **Supplier Awards**

- 16 Best Large Venue\*** – venues with capacity of 401 delegates or more.
- 16 Best Small Venue\*** – venues with capacity of 400 delegates or less.
- 16 Best Unusual Venue\*** – Any venue which hosts events as a secondary function to their normal business
- 17 Best Caterer** – open to inhouse or external caterers of any size or type
- 18 Best Technical Services Company** – open to AV and other technical suppliers
- 19 Best Event Services Supplier** – e.g. entertainment agencies, entertainers, florists, mobile services

\* Open to conference centres, hotels, restaurants, museums, country homes, pubs or any place hosting events

#### **Event Marketing Skills Awards**

- 20 Best Marketing Strategy**
- 21 Best PR Strategy**
- 22 Best Use of Sponsorship**

#### **Other**

- 23 The Green Award**
- 24 Best Traditional Event** – any event which celebrates the roots and traditions of Scottish Culture
- 25 Best Cause Related/Charity Event**
- 26 Best Educational Event** – for events that focus on the advancement of education or are organised for and by educational establishments

open to conference centres, hotels, restaurants, museums, country homes, pubs or any place hosting events

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# Scottish Event Awards 2009

## Call for Entries



### Writing your report

#### Business to Business and Leisure Categories

Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to ensure the judges go on to read your full report. Your full report must not exceed 3000 words. Your full report must cover all of the points below. If you exclude the points detailed, you reduce your chance of being nominated.

##### 1. Purpose of Event

- What was the background to the event and why did you do it?
- Was there a brief from a client?
- What was the story?

##### 2. Objectives of Event

- Attendance
- Income (if applicable)
- Expenditure
- What did you hope to achieve?

##### 3. Solution

- What was your strategy?
- What did you do?
- What was the makeup of the team who worked on the event?
- How did you plan operations, marketing and sponsorship (if applicable)?
- Who were your suppliers and why?
- What was the duration of the event including build & break down?

##### 4. Results

- What was the outcome?
- To what extent did you meet each of the objectives outlined in section 2?
- What feedback did you get?
- What press coverage did you achieve?
- How would you summarise the outcome of the event?

#### Event Marketing Skills Awards

Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to ensure the judges go on to read your full report. Your full report must not exceed 3000 words. Your full report must cover all of the points below. If you exclude the points detailed, you reduce your chance of being nominated.

##### 1. Objectives

- What was the event/sponsor product you were promoting and what were its objectives?
- What were your specific marketing objectives e.g. increased delegate numbers, specific amount of press coverage, targeting a niche audience, targeting a wide audience, increasing staff involvement in in-house events, improved awareness/sampling/purchase of sponsor brand

##### 2. Starting point

- Current marketing position
- Budgets and resources available

##### 3. Solution

- Actions taken, branding and marketing activities carried out, methods of communication, timescale, expenditure

##### 4. Results

- Qualitative and quantitative results including return on investment, awareness, press coverage if appropriate

#### Supplier Awards

Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to ensure the judges go on to read your full report. Your full report must not exceed 3000 words. Your full report must cover all of the points below. If you exclude the points detailed, you reduce your chance of being nominated.

##### Describe the service you provide

- In what ways do you consider it to be unique or better than your rival suppliers?
- What innovations have you introduced throughout the last year?
- Which events did you contribute to in 2008?
- How many clients did you have in 2008 and who were they?
- Did you win new clients throughout the year?
- In what way did you improve your client service throughout the period e.g. new products and services, customer loyalty programmes, customer care programmes, improved facilities
- Provide two case studies of events, including the brief, operation and results
- Include two client testimonials or endorsements
- Include sample marketing materials
- **You may enter the same event into more than one category if it is suitable.**
- **Events entered into more than once category will be treated as a completely separate entry.**
- **When writing your report don't assume the judges have attended the event or seen the campaign or footage.**
- **Give clear concise answers on the brief, the objectives and results.**

For more information please contact **Kim Baran** on **0141 559 6078** or **kim.baran@carnyx.com**

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### General Rules

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1. All events must have taken place between 1 January 2008 and 5 June 2009.
3. All entries must be uploaded in the specification stated in submission formats.
  - Report: Word document or PDF not in excess of 1mb
  - Images: Must include 1 leading image plus 2 other images as required. Images must not exceed 1mb.
4. All entries must be submitted online.
5. Entries must be received no later than 5pm on Friday 5 June 2009. Please note we cannot guarantee that entries received after this deadline will be considered.
6. Entries are open to any event company or individual based in or outside Scotland provided the event has taken place in Scotland OR any event taking place outside Scotland provided it has been organised by a Scottish-based event company.
7. The judges reserve the right to re-allocate entries which, in their view, are incorrectly entered.
8. The organisers reserve the right to retain entries for subsequent publication\exhibition in connection with the Awards.
9. No correspondence will be entered into regarding entries.
10. The judges' decision is final.
11. If you do not abide by the rules, which results in a cost to Carnyx Group Limited, then you are liable for those costs.

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