

SCOTTISH
EVENT
AWARDS
2011

Scottish Event Awards 2011

Call for Entries

Whether you are an event organiser, event promoter, in-house team, venue or an event industry supplier, the Scottish Event Awards is the one event you simply must enter in 2011.

This dynamic and exciting event, now in its third successful year, is the best opportunity you will get to demonstrate to your potential clients and peers the high quality events/ services that you can offer.

With categories that extend across the broad spectrum of events there will be plenty to spark your interest.

Enter at www.scottisheventawards.net and prove that when it comes to events you are the ones to work with.

Deadline for entries: **5pm Friday 20th May 2011**

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With thanks to our sponsors:



Organised by:



Scottish Event Awards 2011

Call for Entries



Who can enter?

- Event managers who can prove they are providing ongoing value and points of difference
- Event promoters or organisers who can demonstrate the marketing skills crucial to successful events whether staged for the public, businesses, clients or in-house teams
- Venues or suppliers that can show how they contribute to the events industry
- In-house teams who effectively manage and deliver events for their organisation.

What can you enter?

- 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 organised on a national or international stage providing they are organised by a Scottish based company

Why Enter?

- Demonstrate your event skills, knowledge, delivery and results against your rivals and peers
- Demonstrate your talent and skills to your company, clients and potential clients
- To stand out from the competition
- Gain fantastic PR opportunities by promoting your company as award winning
- Reward your hardworking team(s) and boost morale
- Highlight the importance of the Scottish events industry
- Reassure clients that you are the ones to work with

Judging

The awards will be judged by a panel of individuals with extensive experience within the events industry and will be revealed at www.scottisheventawards.net/judges

What/who is eligible to enter?

- Any event or event service delivered between 5th June 2010 and 21st May 2011.
- Any event staged in Scotland regardless of who has organised it.
- Any event staged outside Scotland provided the organiser is based in Scotland

Entry Fees

The entry fee for the first entry is £136 + VAT and for each additional entry £65 + VAT
Early Bird Rate - entries submitted until the 8th of April will receive a 15% discount on standard entry fee.

Charity rate £108 + VAT for the first entry and £52 + VAT for all thereafter. To qualify for this discount you must be a registered charity.

Student rate is £39 + VAT per entry. Students can only enter the 'Best Student Event' category and must be enrolled in a full time course to qualify.

Corporate and Elite members of the Marketing Industry Network are entitled to a 10% discount on the entry fees. For more information visit www.marketingindustrynetwork.com

Deadline for entering

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Awards ceremony

The results of the 2011 Scottish Event Awards will be announced at the glitzy black-tie awards ceremony to take place in September. More details on venue and city to be announced shortly.

Tickets will be on sale soon, to register your interest please contact Lyndsay Wilson on the details below.

For more information please contact **Lyndsay Wilson** on **0141 559 6063** or lyndsay.wilson@carnyx.com

How to enter

- Log on to www.scottisheventawards.net
- Click the "Register here" button on the homepage to create your account
- Browse the categories, in this entry form or on the categories page on the website, to decide which ones suit you best.
- Go to 'sign me in' page and complete the submission details as indicated
- Upload your report (PDF/Word (.doc/.docx) max size 10mb) in the box provided
- Upload your company logo in the box provided (Jpeg max size 10mb)
- Attach a leading image in the box provided to support your report (Jpeg max size 10mb) Please note this image will go live in the event of your work being nominated
- Upload up to 2 additional images in the boxes provided to support your entry (Jpeg max size 10mb)
- If you wish to include a short film to supplement your entry you may upload this in the box provided, this is not compulsory (FLV, AVI, MOV, MP4, MP3, WAV or MPG. Max 20mb. Upload requires Flash version 9 or above.)
- If you wish to provide any physical material to support your entry e.g. brochures. Please send these to Lisa Fraser, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow G1 5AB to arrive no later than the deadline. Please clearly mark these with your name, company and report title.
- Follow the onscreen instructions to submit your entry and make payment.
- A confirmation email will be sent to you and a receipt will be issued to you within a few days
- If you wish to add more entries at a later date you may do so by signing in, uploading your entry and making payment
- If you wish to pay by cheque, please leave your entries in your basket, do not submit and pay. Send your cheque, made payable to "Carnyx Group Ltd" and a member of the team will validate your entry.

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Categories

Overall Awards - (categories 1-3 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 Conference** - for any conference
- 5 Best Corporate Event** - such as corporate hospitality, Christmas party, team building, golf days etc.

Leisure/Consumer

- 6 Best Cultural** - e.g. music, literature, visual art, performance art
- 7 Best Sports** - any event involving sporting activity such as spectator tournaments, participating events

Business to Business or Leisure / Consumer

- 8 Best Incentive Event** - for events as a reward for performance
- 9 Best Awards Scheme** - for any award-type event
- 10 Best Exhibition** - B2B or B2C e.g leisure shows, topic related exhibitions open to the public
- 11 Best In-House Event** - any event organised by an in-house team
- 12 Best Product Launch** - for events staged to launch new products or services

- 13 Best Large Event** (5,000+ attendees)
- 14 Best Small Event** (<5,000 attendees)
- 15 Best Large Festival** (5,000 + attendees)
- 16 Best Small Festival** (<5000 attendees)

Supplier Awards

- 17 Best Large Hotel/Venue*** - with a capacity of 1001 delegates or more
 - 18 Best Medium Hotel/ Venue***- with a capacity of 401-1000 delegates
 - 19 Best Small Hotel/Venue*** - with a capacity of 400 delegates or less
- *open to all conference centres, hotels, restaurants, museums, country homes, pubs, clubs or any place hosting an event.
- 20 Best Unusual Venue** - any venue which hosts events as their secondary function or any venue that is not a hotel or conference centre.
 - 21 Best Caterer** - open to in house or external caterers of any size or type
 - 22 Best Technical Services/Production Company** - open to AV and other technical suppliers
 - 23 Best Event Services Supplier** - any company that supplies a product / service to the events industry. Includes logistics, planning, security, ticketing, tent & marquees and entertainment companies etc

Event Marketing Skills Awards

- 24 Best Marketing Strategy**
- 25 Best PR Strategy**
- 26 Best Use of Sponsorship**

Other

- 27 The Green Award**
- 28 Best Cause Related/Charity Event**
- 29 Best Educational Event** - for events that focus on the advancement of education or are organised by educational establishments
- 30 Best Traditional Event** - an event which celebrates the roots and traditions of Scottish culture
- 31 Best Student Event** - any event organised by students either individually or as a group/team
- 32 Best Experiential Event** - to demonstrate how events activity fit in with the broader brand experience campaign or initiative
- 33 Best Use of Technology** - to show technological innovations in events and/or demonstrate how technology is used and integrated into the success of the event. This can include virtual events.
- 34 Best International Event** - for any international event organised by a UK or international company

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Writing your report

Event Professional of the Year

This category is open to an individual who can show what he/she has achieved over the last year and their dedication and commitment to the events industry.

You may enter yourself, for a colleague or another individual.

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words.
- Please include images to support your entry. Do not include these in your report but upload in the box provided.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- Your full report must cover the points below. Please note, if you exclude the points detailed, you reduce your chance of being nominated
 - Describe your role within the company
 - Describe the events you have worked on and your role within the event
 - Describe the outcomes/results of the event and your role in helping achieve them.

Business to Business and/or Leisure Categories

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words. Please include images to support your entry. Do not include this in your report but upload in the box provided.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory. 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

- Show clear results figures
- 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?
- You may include client testimonials if appropriate

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Writing your report cont.

Event Marketing Skills Categories

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words.
- Please include images to support your enter. Do not include this in your report but upload in the box provided.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- 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.
- You may include client testimonials if appropriate.

Supplier Awards

- Write one report for each entry.
- Your report must include an executive summary of 250 words which gets across your key achievements. The job of the summary is to excite the judges and give them a flavour of your report.
- Your full report must not exceed 1500 words. Please include images to support your enter. Do not include this in your report but upload in the box provided.
- If you have any video footage that would support your entry e.g. event or venue you may upload this where stated. However, this is not compulsory.
- 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 the last year?
- How many clients did you have in 2009/10 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.
- You may include client testimonials if appropriate.

Judging Criteria

The judges will be looking for

- Understanding of the brief or objective
- Innovative thinking and creativity
- Strategic planning
- Tangible results which prove effectiveness

Please note

- When writing your report don't assume the judges have attended the event or know anything about the event. Give clear concise answers on the brief, the objectives and results.
- You may enter the same event into more than one category if it is appropriate.
- Events entered into more than one category will be treated as a completely separate entry and payment is required for each.
- Please ensure your entry is supplied in the specified format and complies with the word counts and requested information otherwise your entry may be discounted.

Submission formats

Report: Word (.doc/.docx) document or PDF not in excess of 10mb.

Images: One leading image (Please note: this will appear on the website to promote your entry if you are nominated) plus 2 other images as required. Jpeg max size 10mb.

Video footage: FLV, AVI, MOV, MP4, MP3, WAV or MPG. Upload requires Flash version 9 or above. (Not compulsory).

Marketing material: If you wish to provide any physical material to support your entry e.g. brochures. Please send these to Lisa Fraser, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow G1 5AB to arrive not later than the deadline. Please clearly mark these with your name, company and report title.

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General Rules

1. All events must have taken place 5th June 2010 and 20th May 2011.
2. All entries must be uploaded in the specification stated in the submission formats
3. All entries must be submitted online. Entries must be received no later than **5pm Friday 20th May 2011**. Please note we cannot guarantee that entries received after this deadline will be considered.
4. The judges reserve the right to re-allocate entries which in their view, are incorrectly entered.
5. The organisers reserve the right to retain entries for subsequent publication\exhibition in connection with the awards.
6. No correspondence will be entered into regarding entries.
7. The judges' decision is final.
8. 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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