

ICE

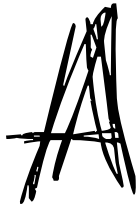


**ENTERING
ICEAWARDS
IS SIMPLE
AND QUICK.
HERE'S SOME
TOP TIPS.**

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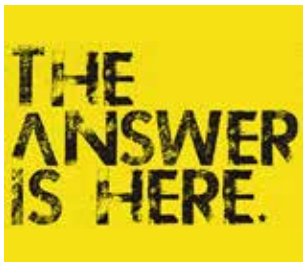


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ANSWER THE QUESTION

You know your event inside out, the judges do not. You may think your answer is obvious, but sometimes it's hard to make the linkages for someone who isn't as close to it. Use key words from the question in your answer to guide the reader. For example, if the question asks what the brief is, begin your answer with 'The brief was.' It will help you ensure you're answering the question and help our judges.



Answer every question. You would be amazed how many entries seem to selectively choose what questions to answer. Don't think that avoiding the question about results will make our judges forget they asked.

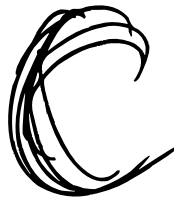


BRING IT TO LIFE

The people reading your entry haven't attended your event so do your best to capture the whole atmosphere. It may help to think about all five senses when you describe it. Was there music that helped create a mood? Were there advertising images on the walls to share key brand messages? Did the aroma of coffee come from a pop-up cafe?

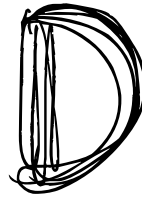


Tell us about the firsts or unique approach that made it better than anything you've seen before.



CHALLENGES MAKE IT REAL

No one expects that everything will have gone completely to plan. You can't appear to be a superhero if you don't share the difficult obstacles you've had to overcome. Ridiculously low budget? Tell us how hard it was to pull off a fabulous event on a shoestring. Stakeholders who kept changing their mind? How did you move it forward?

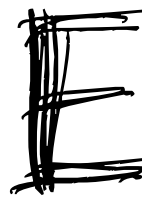


DEMONSTRATE WITH PICTURES OR VIDEOS

A picture is worth a thousand words. Word count is limited so think about how you can use pictures or video to support your entry. These aren't photography awards so don't worry about the quality of your images. A pic of your menu, technology in action or great branding can really help to bring your event to life.



If you've got a camera on your phone you've got the tools you need to change your entry from black and white words on a page to colourful images of live action.



ENTHUSIASM IS CONTAGIOUS

Be passionate and share your emotion. Talk like you're telling a story to a friend – judges are people too and they will respond to your enthusiasm. Think about how things made you feel and try to communicate that in your entry.



You're obviously entering this because you think it was a great event so help us understand why you are so proud.



FIRST IMPRESSIONS COUNT

Don't wait until the final paragraph to say what makes your event stand out. Get it right into the opening. With a pile of entries to read you want to grab the judges' attention early so they stop and take notice. Think about it like speed dating – get your best lines in during the first few seconds.



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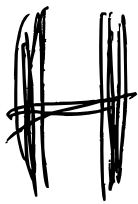


GIVE RESULTS

You're among friends here. We all know how hard it can be to prove the value of events. We also know there may be information your company doesn't want you to share. So, get creative about how you provide results. Quotes from satisfied customers or colleagues.



Survey feedback can be a great source of evidence. If you got a great piece of business on the back of it you don't have to tell us what it was but tell us that you got some and why winning that business made the event worthwhile. Even if it's doing it for lower budget, that's still a result worth sharing.



HAVE A STORY TO TELL

Great stories have a beginning, middle and end. Our questions lend themselves to this format by starting with the brief, moving on to the event itself and concluding with the results. Guide our judges through the ups and downs of planning and running your event

so they get a feel for what you went through. Share your pain and your pride so they can really appreciate what you've achieved!



IF AT FIRST YOU DON'T SUCCEED, TRY, TRY AGAIN

Everyone's a winner for trying, that's why we think all our entrants deserve to come to our awards dinner. However, sadly, not everyone can win the top award each time. Don't let that put you off trying again. Read our case studies in ICEONLINE to learn what stood out about the winners. Or attend one of our workshops.

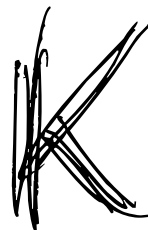


Improve your odds by entering more than one event or more than one category.



JUDGES HATE JARGON

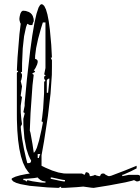
Tell us in plain English. There are no extra points for fancy vocabulary. The same corporate jargon can start to blur together on the page so stand out with simplicity. And yes, every company has acronyms, but remember that our judges won't know what they mean.



KEEP TO WORD COUNT

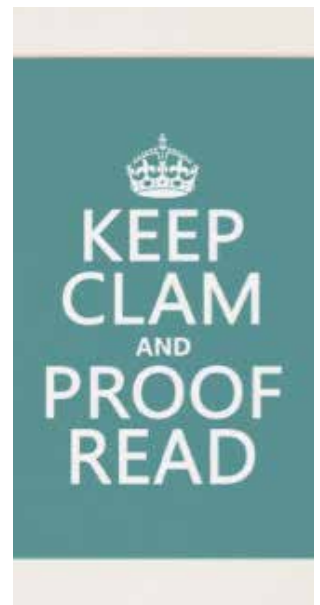
Judges don't have time to read endless stories. Put yourself in their shoes and keep it short and simple. Guidance is that paragraphs shouldn't be more than about 80 words and sentences of 25 words or less keep

it sharp. Bullet points can make key facts stand out and take fewer words.



LET SOMEONE ELSE PROOFREAD

Ask friends, family or colleagues for a second opinion. Not just for spelling errors, but to see if the event can be understood by someone who wasn't there. Sometimes you are so close to things that you may forget to share important details that are obvious to you but may be missing to an outsider (like our judges).



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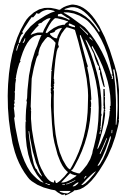
IT'S IN THE MESSAGE

One of the most important criteria for the judges is demonstration of fulfilling the brief. Throughout your entry keep referring your content to the brief/message to affirm why you did what you did.



NOT JUST NEW EVENTS

When entering ICEAWARDS, you can enter your events from the last 18 months right up until the entry deadline date of 30th April.



OH NO! HOW DO I DO THIS?

Fear not we have a couple of helpers for you when thinking about your entry.

1. Our How to Enter Workshops bring together judges and previous winners to share their advice and guidance.
2. Each award has guidance criteria with an overview of how to describe your objectives and what the judges are looking for.
3. Why not bounce your ideas off one of our mentors? Our mentors can provide you with advice and guidance on your entry.



PICK YOUR ENTRY CAREFULLY

Consider the category you think covers your entry most accurately. And remember it's not about size.



It's about demonstrating a clear understanding of your brief plus a logical, measurable and creative outcome.



QUESTION YOURSELF RIGOROUSLY

As you consolidate your entry don't be afraid to go back and re-read your words and cross reference them with the award criteria.



RESULT!

Why are you doing this? We at ICEHQ understand what an amazing job Corporate Event Planners do. We know, in general, you don't receive the level of

recognition you deserve from your stakeholders. Nothing like sauntering into the office (when you can) with an ICEAWARD trophy held high for you and the team to shout about.



SHOUT ABOUT IT

See above, plus the opportunity to spread the word that you and your team are an award-winning team. Get it on your inhouse communication channels.



Promote it to Event Publications and Online Platforms.

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THERE'S NOTHING TRICKY ABOUT IT

Don't be put off with the idea that you're going to be spending hours and hours completing your entry.



The process is really simple and there's online backup if you need to 'speak' to someone.



IT'S ALL ABOUT U AND THE TEAM

Not just the winning but also the entering. By working together looking back at your event it helps you understand what a great job you did and also spot opportunities to learn from any negatives.



NOT JUST VIRTUAL

Most entries since the pandemic will have a major virtual element so ensure you look at all your virtual, live or hybrid events over the last 18 months.

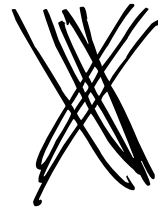


WORKING TOGETHER

Whilst creating your entry make sure to collaborate with your team to ensure a true representation of what you delivered together.

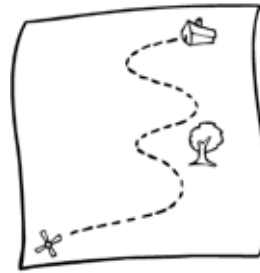


But also reference how you worked together with your stakeholders, partners and suppliers.



MARKS THE SPOT

Never easy to find something beginning with X (and we've got Z coming up!).



Anyway, how about selecting a single element within your event brief that was crucial to success and zooming in on how you did that?



YOU

ICEAWARDS were launched with an initial ambition to recognise, reward and inspire

corporate event planners. And we're achieving just that, with our winners gaining internal and external recognition for the amazing work you all do. Join them with your entry.



AH! THE Z WORD

We're going to go for your reaction when you win...in French! ZUT ALORS! conveying mild surprise or literally Holy smoke! Which we hope is an understatement to your reaction when you win your ICEAWARD. Bonne chance!



MAY WE WISH YOU ALL THE VERY BEST OF LUCK WITH YOUR ENTRIES!



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