



# CATEGORIES FOR 2024

## 1. Best Environmental, Social and Governance (ESG) Event Award

High on the agenda of all corporate organisations are their ESG targets and implementation. No one wants to be greenwashing on this topic. Most of your events will have many of your organisation's ESG targets embedded within their DNA.

You will need to demonstrate some examples of how your event has embedded any of their green, D&I or social responsibility within their events. It does not have to include but

### WHAT THE JUDGES ARE LOOKING FOR

- How your event was created to encompass your company's environmental, D&I and social responsibility
- How you built your community to achieve your goals
- Evidence of specific environmental, sustainability and community challenges and how they were met.
- What were the unique aspects of this event?

### QUESTIONS

**1. Location(s) of your event?**

**2. Did you use an agency to deliver to the event?**

**3. Market Background: (100 words – 2 point)**

What prompted the need for this event and

**4. The brief (200 words – 4 points):**

What were the event's objectives? What element(s) of your company's ESG goals did the event want to address?

**5. Delivery (500 words - 10 points):**

Introduce the internal team and describe the involvement of any key external suppliers. Show how specific environmental/sustainability/ community challenges were met. Include any areas of innovation and/or unexpected problems dealt with.

**6. Describe the delegate/guest experience. (500 words - 10 points)**

**7. Outcome (300 words – 8 points)**

What was the business impact of the event for your organisation?



**8. Summary: (100 words - 2 points)**

What made this event special? What are you most proud of? What were its unique aspects?  
(Testimonials can be included)

**9. Sustainability (500 words - 10 points)**

What positive environmental, social, diversity and inclusion results did your event achieve?

**10. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

**11. Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

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15. Please upload your company logo

16. Do you want this entry to be entered into the

- a. UK Awards, 11 July 2024
- b. German Awards, 4 July 2024
- c. US Awards, 18 July 2024

(Please note that a member of your team or local office must be able to attend the awards ceremony)



## 2. BEST INTERNATIONAL EVENT

This category is all about overcoming the challenges of communicating successfully on an international stage and how you have managed your community expansion. You or your team may have been running events overseas or may be tasked with bringing together audiences from several countries and cultures.

Whatever the size of the event, we are looking for challenges presented in delivering an event internationally, what was achieved strategically, and the impact of the community experience.

### WHAT THE JUDGES ARE LOOKING FOR

- How did you build your international event? What were the main considerations
- Results of the community experience and evidence of success.
- The challenges and how they were overcome.

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market Background (100 words - 2 points):**  
What prompted the need for this event?
4. **The brief: (200 words - 4 points)**  
What were its objectives? Were there any particular considerations: timescales, logistical challenges, audience requirements etc?
5. **Solution: (200 words - 4 points)**  
How did you respond to the brief and address particular considerations?
6. **Delivery: (500 words - 10 points)**  
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with.
7. **Describe the delegate/guest experience (500 words - 10 points)**
8. **Outcome: (300 words – 8 points)**  
Show evidence of success. How were the original objectives met? What was achieved strategically? What difference did the event make?
9. What was the business impact of the event for your organisation **(300 words – 8 points)**



**10. Summary: (100 words - 2 points)**

What made this event special? What are you most proud of? What were its unique aspects?  
(Testimonials can be included)

**11. Sustainability (500 words - 10 points)**

What positive environmental, social, diversity and inclusion results did your event achieve?

**12. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

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### 3. LOGISTICAL CHALLENGE OF THE YEAR

Most events will always have a barrier to overcome as we always see from [Fortitude and Felicity's blog](#). The Logistical Challenge Award recognises individuals and teams who have demonstrated skills to make what might seem impossible possible. Whether there was a last-minute change of plan that stretched resources to the limits or a miraculously tight turnaround, the winner will need to demonstrate how they or the team managed these logistical challenges and how the event became a triumph!

#### WHAT THE JUDGES ARE LOOKING FOR

- What made the event seem impossible
- Teamwork to solve the problem
- Evidence of how logistical challenges were successfully overcome
- Key learning points from the event to share with fellow planners

#### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market background: (100 words – 2 points)**  
What prompted the need for this event?
4. **The brief: (200 words - 4 points)**  
What were the event's objectives? What was the biggest challenge faced? Detail any other particular considerations: timescales, audience requirements etc.
5. **Solution: (200 words - 4 points)**  
How did you respond to the brief and address particular considerations?
6. **Delivery: (500 words - 10 points)**  
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience
7. **Outcome: (300 words - 8 points)**  
Show evidence of success. How were the original objectives met? How did you successfully overcome the logistical challenges? What difference did the event make?
8. What was the business impact of the event for your organisation **(300 words – 8 points)**



**9. Summary: (100 words - 2 points)**

What made this event special? What are you most proud of? How was it a logistical triumph? (testimonials can be included)

**10. Sustainability (500 words - 10 points)**

What positive environmental, social, diversity and inclusion results did your event achieve?

**11. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

**12. Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

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#### 4. **Best In-House TEAM OF THE YEAR**

Trust, commitment, and a 'can-do' attitude is the perfect mix to create a great team. The pandemic has shown the great skills of event planners to adapt and communicate with multiple departments within their organisations. This Award is to celebrate these teams who work seamlessly together to meet a wide range of event challenges.

The winning team will need to clearly demonstrate that they are an extraordinary team and give examples of outstanding teamwork. You will need to demonstrate how tight deadlines were met and how the team overall delivers successful events time after time.

#### **WHAT THE JUDGES ARE LOOKING FOR**

- Who is in the team, a description of each role and what skill each team member brings to the mix.
- Evidence of two events which was positively impacted by great teamwork.
- Details of challenges and how these were overcome.

#### **QUESTIONS**

1. Please outline the structure of your team? **(200 words – 4 points)**
2. Please give a couple of examples of outstanding teamwork. **(500 words - 10 points)**
3. What impact and legacy does your team leave within the overall organisation? **(300 words - 8 points)**
4. **Summary Video (5 points):**  
Why do you think your event should win? (iphone format, with a snippet of the event)
5. **Supporting Document 1** (Optional): (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
6. **Supporting Document 2** (Optional): (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
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## 5. BEST AGENCY COLLABORATION

The Agency collaboration with corporates has been even more crucial since the start of the pandemic. To win the Best Agency Collaboration, the relationship between you and the agency needs to be seamless whilst delivering the event objectives. We are looking for how this perfect partnership is developed and evidence of an agency understanding your Company and your goals.

This is your opportunity to showcase how you have successfully built a strong relationship, gaining trust whilst delivering and exceeding expectations.

**\*\*Please note that if you are an Agency or a Supplier, you must enter on behalf of your client. If the entry is for the agency or supplier themselves, this will be excluded. Entries made on behalf of a client must ensure the client attends the Awards ceremony with the agency or supplier that entered them.**

### WHAT THE JUDGES ARE LOOKING FOR

- Clear objectives and the approach on how they were met.
- Evidence and results of how the agency and client worked together.
- Results of the successful collaboration clearly evidenced.

### QUESTIONS

1. What was the location of your event?
2. **Market Background: (100 words 2 points)**  
Describe the team and the agency collaboration.
3. **The brief: (200 words 4 points)**  
What were the event's objectives; were there any particular considerations: timescales, logistical challenges, audience requirements etc? What did the team bring to the table
4. **Solution: (200 words 4 points)**  
How did the collaboration enhance the event?
5. **Delivery: (500 words 10 points)**  
Describe the involvement of the external agency. Show how your partnership met specific challenges, mention any areas of innovation introduced, and/or unexpected problems dealt with. Describe the delegate/guest experience.
6. **Outcome: (300 words - 8 points)**  
Show evidence of success. How were the original objectives met? What was achieved strategically?



7. What was the business impact of the event for your organisation (**300 words – 8 points**)
8. **Sustainability (500 words - 10 points)**  
What positive environmental, social, diversity and inclusion results did your event achieve?
9. **Summary: (100 words - 2 points)**  
What made this event special? How do you believe your collaboration with the agency enhanced the quality and delivery of your event? (testimonials can be included)
10. **Summary Video (5 points):**  
Why do you think your event should win? (iphone format, with a snippet of the event)
11. **Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
12. **Supporting Document 2 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
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## 6. Best Creative, Innovation And Discovery Award

The **Best Creative, Innovation and Discovery** Award recognises teams who have successfully incorporated new innovation and brilliant discoveries into their event(s) to maximise attendance, audience engagement, and event legacy. It may be new technology or a simple innovative approach you have implemented which has created great results from your events. To win this category the entry will have demonstrated how the application of innovative methods have raised the bar specifically against the event's objectives.

### WHAT THE JUDGES ARE LOOKING FOR

- Details of the innovation which helped enhance the event.
- Were there new communications used to help activate your audiences?
- What were the challenges?
- Evidence of the difference the innovation made to the delivery and outcome of the event.
- Results of the delegate experience.

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market Background: (100 words 2 points)**  
What prompted the need for this event?
4. **The brief: (200 words – 4 points)**  
What were its objectives? Were there any particular considerations such as timescales, innovation challenges, audience requirements etc?
5. **Solution: (200 words 4 points)**  
How did you respond to the brief and address particular considerations with specific respect to innovation and discovery?
6. **Delivery: (500 words 10 points)**  
Introduce the team. Show how specific challenges were met. Detail the technology used to enhance the event. Describe the delegate/guest experience of that technology.
7. **Outcome: (300 words 5 points)**  
Show evidence of success. How were the original objectives met? What was achieved strategically? What difference did the technology used make to the delivery and outcomes of the event?



8. What was the business impact of the event for your organisation (**300 words – 8 points**)
9. **Summary: (100 words - 2 points)**  
What made this event special? What are you most proud of? What were its unique aspects (Bigger, better, further etc). (Testimonials can be included)
10. **Sustainability (500 words - 10 points)**  
What positive environmental, social, diversity and inclusion results did your event achieve?
11. **Summary Video (5 points):**  
Why do you think your event should win? (iphone format, with a snippet of the event)
12. **Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
13. **Supporting Document 2 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
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## 7. Best Hybrid Event

This award is to demonstrate all the cool and fast-moving things event teams have created to ensure communication continues for stakeholders. Most importantly, how teams have been able to engage audiences through Hybrid Events balancing both live and virtual interactions.

### WHAT THE JUDGES ARE LOOKING FOR

- How did you adapt to include both audiences?
- Demonstrate how you were able to reach live 'in-person' and virtual audiences
- Showcase any experiences and engagement opportunities and how you tailored them for both audiences
- What were the outcomes?

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market Background: (100 words 2 point)**  
What prompted the need for this event?
4. What were the objectives of running your hybrid event? **(200 words 4 points)**
5. **Solution: (200 words 4 points)**  
How did you achieve your objectives and how did you measure success?
6. **Delivery: (500 words 10 points)**  
Demonstrate how you were able to reach live 'in-person' and virtual audiences. Describe the delegate/guest experience
7. **Outcome: (300 words 8 points)**  
Describe the event's final outcomes. Showcase any experiences and engagement opportunities and how you tailored them for both audiences
8. What was the business impact of the event for your organisation **(300 words – 8 points)**
9. **Sustainability (500 words - 10 points)**  
What positive environmental, social, diversity and inclusion results did your event achieve?



**10. Summary: (100 words 2 points)**

What made this event special? What are you most proud of? (Testimonials can be included)

**11. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

**12. Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

**13. Supporting Document 2 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

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## 8. BEST BRAND EXPERIENCE

It is now accepted that brand experience has become the benchmark when measuring the effectiveness of all communication initiatives. The winner of this award will have demonstrated their total understanding of their organisation's brand values and propositions and created concepts and experiences that embrace the core messages.

Entrants are required to demonstrate how they shaped the delegate experience to fit the demographic of the audience and their existing awareness of the organisation's brand values.

### WHAT THE JUDGES ARE LOOKING FOR

- Demonstration of a coherent journey from brief, methodology through to results.
- Evidence of research and sourcing of tools, services and methods.
- How and why did the delegate experience achieve an understanding of your organisation's brand values?
- What unique aspect arose from the implementation of ideas adopted?
- What were the key challenges and how were these met?
- Overall final results of the delegate experience and how it was measured against the brief.

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver the event?
3. **Overview: (100 words 2 points)**  
What was the objective and business need of the experience?
4. **The brief: (200 words 4 points)**  
What were its objectives? Were there any particular considerations such as timescales, technological challenges, team liaison, audience requirements etc?
5. **Delivery: (500 words 10 points)**  
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience
6. **Outcome: (300 words 8 points)**  
Show evidence of success. How were the original objectives met?



7. What was the business impact of the event **(300 words – 8 points)**
8. **Summary: (100 words 2 points)**  
What made this event special? What are you most proud of? (Testimonials can be included)
9. **Sustainability (500 words - 10 points)**  
What positive environmental, social, diversity and inclusion results did your event achieve?
10. **Summary Video (5 points):**  
Why do you think your event should win? (iphone format, with a snippet of the event)
11. **Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
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## 9. Best Community Engagement

This award welcomes entries who have structured an event to effectively create communication methods that combine to inform, engage and act to support and improve their organisation's community initiatives.

This category offers an opportunity to showcase your commitment to community support and D&I initiatives. Your event may be part of a portfolio of activities of interaction and engagement.

You will need to demonstrate how you have incorporated the core values of your organisation's community engagement across planning, creation and delivery.

### WHAT THE JUDGES ARE LOOKING FOR

- Demonstration of a coherent journey from brief through methodology to result.
- Evidence of research and sourcing of tools, services and methods.
- How and why the delegate experience achieved understanding of your organisation's community commitment.
- What unique aspect arose from the implementation of ideas adopted.
- Overall final results of the delegate experience and how it was measured against brief.

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market background (100 words 2 points)**  
What prompted the need for this event
4. **The brief: (200 words 4 points)**  
What were the event's objectives? What were the methods used to clarify the essence of your community initiative and how did you structure the journey from brief to event outcome?
5. **Delivery: (500 words – 5 points)**  
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met. Include how any unexpected problems were dealt with. Describe the delegate/guest experience.
6. **Outcome: (300 words – 8 points)**  
Show evidence of success. How were the original objectives met? What benefits were derived in terms of enhanced message delivery and behavioural changes?
7. What was the business impact of the event for your organisation **(300 words – 8 points)**



**8. Summary: (100 words 2 points)**

What made this event special? What are you most proud of? (Testimonials can be included)

**9. Sustainability (500 words - 10 points)**

What positive environmental, social, diversity and inclusion results did your event achieve?

**10. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

**11. Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

**12. Supporting Document 2 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

**13. Supporting Video 1 (Optional):** If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to. \*Please note that supporting videos will be played during the awards ceremony only. Any issues, please get in touch.

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## 10. BEST CUSTOMER EXPERIENCE

It is important to be very clear about the upfront brief and objectives. Clarify if this is part of an ongoing campaign or a one off.

Experience can be a very subjective word so again it's important to try and objectify the messages to enable clear measurement of outcomes against brief.

You should demonstrate how your **live** approach embraced and delivered the creative benefits of face to face engagement.

### WHAT THE JUDGES ARE LOOKING FOR

- Demonstration of a coherent journey from brief through methodology to result
- Evidence of research and sourcing of tools, services and methods
- How and why the delegate experience achieved an understanding of the overarching message
- What unique aspect arose from the implementation of ideas adopted
- Overall final results of the delegate experience and how it was measured against brief

### QUESTIONS

1. What was the location of your event?

2. Did you use an agency to deliver to the event?

1. **Market background: (100 words - 2 points)**

What prompted the need for this event

2. **The brief: (200 words - 4 points)**

What were the event's objectives? What were the methods used to clarify the essence of the experience you were aiming for and how did you structure the journey from brief to event outcome?

3. **Delivery: (500 words - 10 points)**

Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met. Include how any unexpected problems were dealt with. Describe the delegate/guest experience.

4. **Solution: (200 words - 4 points)**

How did you respond to the brief and address particular considerations?



5. **Outcome: (300 words - 8 points)**  
Show evidence of success. How were the original objectives met? What was achieved strategically? What benefits were derived in terms of enhanced message delivery and behavioural changes?
6. What was the business impact of the event for your organisation **(300 words – 8 points)**
7. **Summary: (100 words - 2 points)**  
What made this event special? What are you most proud of? (Testimonials can be included)
8. **Sustainability (500 words - 10 points)**  
What positive environmental, social, diversity and inclusion results did your event achieve?
9. **Summary Video (5 points):**  
Why do you think your event should win? (iphone format, with a snippet of the event)
10. **Supporting Document 1** (Optional): (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)
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## 11. BEST MOTIVATIONAL EVENT

This Award welcomes entries who have structured an event (virtual or Live) to effectively communicate key messages, engender better working relationships and enthuse delegates using innovative approaches and creativity.

The winner will need to demonstrate the objectives behind the event and how the event was motivational, thought-provoking, and fun. You will also need to show how you used creativity to inspire, educate and motivate your delegates.

### WHAT THE JUDGES ARE LOOKING FOR

- Clear objectives and goals and how these were met.
- Evidence of delegate experience and satisfaction results.
- Details of innovative approaches and creativity, in both in-person, virtual and hybrid environments.
- Evidence of what difference the event made and what made it special.
- What was the call to action after the event and how was this measured?

### QUESTIONS

1. What was the location of your event?
2. Did you use an agency to deliver to the event?
3. **Market Background: (100 words - 2 points)**  
What prompted the need for this event?
4. **The brief: (200 words - 4 points)**  
What were its objectives; were there any particular considerations: timescales, logistical challenges, audience requirements etc?
5. **Solution: (200 words - 4 points)**  
How did you respond to the brief and address particular considerations?
6. **Delivery: (500 words - 10 points)**  
Introduce the internal team and describe the involvement of any key external suppliers. Show how specific challenges were met, areas of innovation, unexpected problems dealt with. Describe the delegate/guest experience



**7. Outcome: (300 words - 8 points)**

Show evidence of success. How were the original objectives met? What was achieved strategically?  
What difference did the event make?

**8. What was the business impact of the event for your organisation (300 words – 8 points)**

**9. Summary: (100 words - 2 points)**

What made this event special? What are you most proud of? (Testimonials can be included)

**10. Sustainability (500 words - 10 points)**

What positive environmental, social, diversity and inclusion results did your event achieve?

**11. Summary Video (5 points):**

Why do you think your event should win? (iphone format, with a snippet of the event)

**12. Supporting Document 1 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

**13. Supporting Document 2 (Optional):** (If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to)

**14. Supporting Video 1 (Optional):** If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to. \*Please note that supporting videos will be played during the awards ceremony only. Any issues, please get in touch.

**15. Supporting Video 2 (Optional):** If there are any issues uploading your documents, please send them to support@ice-hub.biz with the name of the entry they should be attached to. \*Please note that supporting videos will be played during the awards ceremony only. Any issues, please get in touch.

**16. Please upload your company logo**

**16. Do you want this entry to be entered into the**

- a. UK Awards, 11 July 2024
- b. German Awards, 4 July 2024
- c. US Awards, 18 July 2024

(Please note that a member of your team or local office must be able to attend the awards ceremony)