

Best Business Event 2018



The Award:

This award celebrates excellence in the delivery of a business event of any size that is either 'Business to Business' (B2B) or 'Business to Consumer' (B2C) in nature. Business event activity can be defined as a conference, activation, tradeshow, awards event or exhibition and all other B2B or B2C styled activity. The event will demonstrate the achievement of goals, strategic development of the event experience, legacy outcomes as well as meeting the needs of clients and participants.

Who should enter?

Organisations that own, deliver or manage business events.

Eligibility:

Business events can be delivered anywhere in the world for a NZ client by a NZ resident business. Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **1 April 2017 and 31 July 2018 inclusive**).

Judging Criteria:

Each entry must begin with a brief overview of the event so judges can understand why the event was created, who was involved, when it first began, the scale of the event, content, audience and participants (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed based on the following criteria:

1. **Strategy and Objectives (20%)**
 - What did success look like when you started planning the event? This may include desired outcomes for clients/participants, post-event feedback, sustainability, media, or profit for example.
 - What was your strategy to achieve these objectives?
2. **Engagement (20%)**
 - Who are the various stakeholders and how were they engaged?
 - Describe what visitor and/or participant engagement measures were undertaken pre, during or post show. Explain how this was or will be used in the future?
3. **Execution (20%)**
 - How does this business event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, marketing, PR/media or health and safety for example.
4. **Effectiveness (20%)**
 - What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver these? In other words, did you achieve what you set out to do? Provide evidence where possible.
5. **Excellence (20%)**
 - How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental and infrastructure) contribute to the event's success?
 - Why should this event win over and above others?