

Best Business Event 2021

The Award:

This award celebrates excellence in business-owned events of any size that are either 'Business to Business' (B2B) or 'Business to Consumer' (B2C) in nature. The event budget and size are irrelevant.

Who should enter?

Organisations that own, deliver, or manage business events delivered to achieve business outcomes. Business event activity can be defined as a conference, activation, awards event, corporate social responsibility event, exhibition and all other B2B or B2C styled activities. 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.

Eligibility:

Entries must be related to an event. Corporate events must be delivered in New Zealand and owned by a New Zealand resident business. Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **2 September 2019 to 5 April 2021 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 against the following criteria:

1. **Strategy and Objectives** (15%)
 - a. What did success look like when you started planning the event? This may include desired outcomes for audience/sponsor/volunteer engagement and satisfaction, awareness raising, media/profile, and/or profit, driving domestic visitation/contribution to regional GDP, for example.
 - b. What was your strategy to achieve these outcomes?
2. **Engagement** (15%)
 - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution** (15%)
 - a. How does this event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, marketing, responding to the COVID environment, health and safety, for example.
4. **Outcomes** (20%)
 - a. 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 of your measurable outcomes where possible.
5. **Excellence** (15%)
 - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic/community/environmental impact, awareness raising, infrastructure, regional identity/pride outcomes) contribute to the event's success?
 - b. Why should this event win over and above other events?
6. **Commitment to sustainability** (10%)
 - a. What is your event's commitment to sustainability? Note that your response should include environmental sustainability (e.g. mitigation strategies to limit the negative impact on the environment/reduce the impact on climate change), economic sustainability (e.g. financial stability, managing resources, etc. to ensure long-term viability), and social sustainability (e.g. governance, stakeholder relationships, social legacy outcomes, etc).
 - b. How did you demonstrate this?
7. **Judge's discretion** (10%)