



THE
**MARKETING
EVENTS
AWARDS
2020**

ENTRY GUIDELINE

16 JULY
HOTEL ICON

ABOUT THE AWARDS

The **Marketing Events Awards** has returned once again to recognise and reward excellence in event marketing, management and planning industry across Northeast Asia Region. It is the premier platform for event marketers and planners to showcase their creative excellence, strategic marketing and operational precision.

Judged by an independent panel of judges comprising senior marketers, the awards present the perfect opportunity to not only showcase your best work to the wider industry and potential, future clients but also increase credibility for your events and mark yourself as an industry leader.

This year, **32** categories are open for entry to reflect the breadth and creativity of the industry. Check out the details of the categories and make sure you get involved for 2020!

We wish all entrants the very best of luck with their submissions!

Award categories

Campaign Awards

1. Best Cost-Effective Event
2. Best Cultural Event
3. Best Digital Integration
4. Best Engaging Event
5. Best Event – Arts, Leisure and Entertainment
6. Best Event – B2B
7. Best Event – Corporate Social Responsibility
8. Best Event – Creative
9. Best Event – Gamification
10. Best Event – Health and Fitness
11. Best Event – Public Awareness
12. Best Event – Retail
13. Best Event – Targeted Community
14. Best Exhibition Event
15. Best Experiential Event
16. Best Large Event
17. Best Launch/Rebranding Event
18. Best Mall Event
19. Best Media Event
20. Best Outdoor Event
21. Best Pop-Up Event
22. Best Result Driven Event
23. Best Sponsorship Activation
24. Best Sustainability Event
25. Best Event Production
26. Best Use of Event Technology
27. Best Use of Influencer/Advocates
28. Best Use of Multi-Channel
29. Best Use of Social Media
30. Best Use of Venue
31. Most Innovative Event

Team Award

32. Best Event Team

SUBMISSION OVERVIEW

To ensure a smooth entry submission, please go through these guidelines thoroughly before you proceed.

All entries, supporting documents and required materials are to be submitted online here: <https://awards.marketing-interactive.asia/mevents-hk/entry-submission> by **23 April 2020, 11:59pm**.

Important: To ensure a fair result, *Marketing* enforces a system where judges will not have access to entries submitted by their own organisation or other organisations from the same industry.

Eligibility

All work, campaigns or initiatives must have been launched or active between the eligibility period of **1 April 2019** and **31 March 2020**. Entries should reflect results achieved during this period.

* Please note that works submitted for last year's awards cannot be resubmitted for this year's event.

All work, campaigns or initiatives must have been conceptualised and carried out in Northeast Asia for the Northeast Asia market or for a regional and/or global market that includes Northeast Asia.

Who can enter

Submissions are open to client organisations and brands, however event agencies, media agencies, PR firms, production agencies and service providers can submit the entries on behalf of their client.

Number of submissions

Entrants may submit the same works/campaigns/initiatives into multiples categories or different works/campaigns/initiatives into one category. There is no limit to the number of entries each entrant may submit. However, when submitting multiple entries, you are strongly recommended to tailor them based on the requirements of each category.

Key dates

Entries close	23 April 2020, 11:59pm.
Finalists announced	8 June 2020.
Gala dinner	16 July 2020.

Listed is the information, materials and documents required for the entry submission. You may want to get them prepared in advance.

Information (unless specified as confidential and/or for the judging process only) may be used during and after the **Marketing Events Awards** gala dinner, and on any related materials, including trophies, signage and *Marketing* magazine's print and online editions.

STEP 1 →

START REGISTRATION

Sign up with your email address and set up a password.

STEP 2 →

CONTACT PERSON

This will be the main contact person for any potential follow-ups regarding the registration.

1. Full name:
2. Email:
3. Mobile number:
4. Company name:
5. Job title:
6. Direct line:
7. Mailing address:

STEP 3

ENTRY DETAILS

Listed are the details you will provide about your entry submission.

1. Category:
2. Name of client organisation: **(please omit all Ltd. Limited/Holdings Limited):**
3. Name of brand (if different from client organisation): **(please omit all Ltd. Limited/Holdings Limited).**
4. Industry of brand:
5. Name of agency: **(please omit all Ltd. Limited/Holdings Limited).**
6. Name of campaign/event:
 - i. Campaign/event period – start date:
 - ii. Campaign/event period – end date:
 - iii. Campaign/event venue:
7. Information of client's team contact:
 - i. Organisation name:
 - ii. Full name:
 - iii. Job title:
 - iv. Email:
 - v. Direct line:
8. Upload submission document*: **(All entries must be completed on the templates issued by the organiser and submitted in .ppt and .pptx only).**
9. Logo of the client: **(Please submit in hi-res. Min resolution: 300dpi, Max file Size: 10MB. in .jpg).**
10. Image 1 of campaign (for editorial coverage):
Image 2 of campaign (for editorial coverage):
Image 3 of campaign (for editorial coverage):

* Please refer to the "judging criteria" section for further details.

REQUIRED FORMATS

All entries **must be completed on the templates* issued by the organiser** and submitted in the format mentioned below.

The submission template can be downloaded via the link below:

Campaign Awards: http://assets.marketing-interactive.com/hk/awards/MEvents2020/Submission%20template/MEventsHK2020_Campaign_SubmissionTemplate.pptx

Team Award: http://assets.marketing-interactive.com/hk/awards/MEvents2020/Submission%20template/MEventsHK2020_Team_SubmissionTemplate.pptx

Document format

Core submission document:	.ppt / .pptx / .pdf only.
Name your submission document as in:	Category name_client organisation.
Logo of the client organisation and image(s) of campaign:	.jpg only.
Font size:	18 or above Indicate in red text or highlighted in red any specific information or content intended only for judging purposes and not for publication.
Video:	YouTube or Vimeo link only. Please read the video requirements below.
Max file size (all documents):	10 MB

Video requirements

Length:	Three minutes only. Video beyond this time limit will NOT be viewed.
Procedure:	<ol style="list-style-type: none"> 1. Upload your video onto YouTube or Vimeo. 2. Set the privacy setting to "unlisted" so the video is accessible to only those with the link. 3. Include the direct link in your core submission document. 4. If you password-protect it, include the access password in your document.

Important points to note:

- Entries done in any other format will **NOT** be accepted.
- Altering the submission template or deleting any words from the slides may result in a 30% deduction of total marks.
- The number of slides specified for each template is fixed and **CANNOT** be exceeded.
- After the submission deadline, all details on the entry submission form, including company names, credits and so on, are **FINAL** and **CANNOT** be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials. Any changes made after submission will be charged **10% of the submission fee**.
- Also, please ensure that all details are submitted in **English** only.

Please check your submissions thoroughly. Any invalid or incomplete submissions will be subject to a penalty deduction of your total score.

ENTRY FEE AND PAYMENT METHOD

Entry fee: HK\$1,580.

Payment methods: Credit cards, cheques, bank transfers.

– Credit cards accepted: Visa, MasterCard, Amex.

For payments made by cheque and bank transfer, they are welcome for amounts over HK\$10,000. An invoice will be sent to you upon confirmation of your entry submission.

Entry fees are non-refundable. Trophy is not included in the entry fees.

CONTACT US

For further enquires, please contact

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JUDGING CRITERIA - CAMPAIGN AWARDS

In your core submission document, address the following sections. Keep your content as concise as possible, and do not exceed the word limit in the respective sections. **Judges have the right to deduct points for incomplete information and an exceeded word limit.**

Entries will be subjected to disqualification. Tailor your content based on the category you are entering (refer to category descriptions on pages 8-10).

CHALLENGE (10%) (1 slide)

Who/what was the client/brand/event? What were the primary objectives? Who was the target audience? What key challenges did you face?

Mandatory information: Event start date and end date, key objectives, target audience and budget.

STRATEGY (30%) (2 slides)

Outline your strategic thinking and solution to the event objectives. What made this an inventive and out-of-the-box event? Explain the reasons behind your approach.

Mandatory information: Core strategy, event concept and creative rationale.

EXECUTION (30%) (2 slides)

Describe how you implemented the core strategy, event concept and creative rationale. Illustrate the elements (for example, digital, technology, solutions) used and how they were brought to life.

RESULT (30%) (2 slides)

What was the result? What evidence/metrics do you have that this was an effective and innovative event? How did it deliver to your challenge? Supply any facts and figures which demonstrate the success of the event.

JUDGING CRITERIA - TEAM AWARD

In your core submission document, address the following sections. Keep your content as concise as possible, and do not exceed the word limit in the respective sections. **Judges have the right to deduct points for incomplete information and an exceeded word limit.**

Entries will be subjected to disqualification. Tailor your content based on the category you are entering (refer to category descriptions on pages 8-10).

TEAM PROFILE (20%) (1 slide)

Outline the company's position in the industry, along with resources and budgets involved. Illustrate the team dynamics or partner relationship in detail. Outline the key roles and responsibilities and years of experience.

PERFORMANCE (30%) (2 slides)

Outline how the team or partner went above and beyond expectations and deserves recognition for their achievements. Relevant evidence of the team's/partner's performance to prove and justify success in the judging year.

WORK (30%) (2 slides)

Elaborate how you have developed your campaigns over the judging period. What makes this significant and unique? The information judges will be examining for is key campaigns and selected case studies.

VISION (20%) (1 slide)

Illustrate how your team has been communicating your company's perspectives and objectives. What makes this significant and unique? The information judges will be looking for is industry contribution.

CATEGORY DESCRIPTIONS

1. Best Cost-Effective Event

This award recognises the best strategic and effective event conceptualised and executed within a limited budget, which created buzz and raised brand awareness. Judges will be looking at the role and contribution of the event that drove customer engagement while being financially smart.

2. Best Cultural Event

This award recognises the best event aimed towards promoting and celebrating the arts. This can include theatre events, gallery exhibitions, music concerts, literary festivals, artistic competitions, and more. Judges will be looking for high levels of creativity and a keen knowledge of the local and international arts scene related to the event's focus.

3. Best Digital Integration

This award recognises the events that best integrate elements and technologies into the live experience. This might be through live feeds, augmented reality, virtual reality, interactive platforms, social media, and more. The digital element must enhance rather than distract from the overall event objectives. Judges will be looking at how seamlessly the user experience of the digital technologies worked hand-in-hand with the physical event to enhance engagement with the audience.

4. Best Engaging Event

This award recognises the best events which effectively engaged the audience, drove brand awareness and achieved a specific marketing outcome. It should also have implemented creative interactive ideas that swept the audience off their feet. Judges will be looking at how the event offered high levels of engagement while spreading the brand's message.

5. Best Event – Arts, Leisure and Entertainment

This award recognises the most seamlessly executed event in the arts, leisure and entertainment field. This can include theatre events, gallery exhibitions, music concerts, local festivals, film festivals, artistic competitions, and more. Judges will be looking for high levels of creativity as well as an effective and seamless execution of the event to obtain the brand's objective.

6. Best Event – B2B

This award recognises an outstanding B2B event that communicated its message via a unique, yet effective method. Sales meetings, annual shareholder events, proprietary events, multi-day meetings, awards galas, trade show-related festivities and parties, etc, are all eligible. Judges will be looking at how the event performed, how it engaged its audience, while achieving a specific marketing outcome.

7. Best Event – Corporate Social Responsibility

This award recognises the most strategic, creative and effective event held by an organisation for a charity or cause the organisation had a partnership or association with. Judges will be looking for high levels of creativity as well as an effective and seamless execution that achieved the event's objectives by benefiting both parties and bringing positive effects and outcomes for society.

8. Best Event – Creative

This award recognises the most creative and engaging event with outstanding production values, concept and execution. Lighting, music, AV, staging, animation and graphics will all be taken into consideration. Judges will be looking at how the themes, designs, entertainment, catering, lighting and innovation were combined and how the event transitioned from a smart strategic insight into a compelling brand experience.

9. Best Event – Gamification

This award recognises the event that best implemented gamification to enhance an event's promotion and/or improved engagement levels at an event. This could be in a variety of forms in interactive media, including competitive sports, board games, character games, video games and in-app games. Judges will be looking for high levels of interactivity and engagement from the target audience and a bold creative execution in order to build a brand's image.

10. Best Event – Health and Fitness

This award recognises the most creative event experience that takes the audience inside a brand or product through promoting health and fitness activities. This can include tournaments or one-off special events. Judges will be looking for high levels of creativity as well as an effective and seamless execution of the event to reach the brand's objective.

11. Best Event – Public Awareness

This award recognises the event that best advocates a public cause, raises awareness of a public issue, or changes in attitude towards a public concern. Judges will be looking for evidence of how the event was planned, executed and the effectiveness in changing the public behaviour.

12. Best Event – Retail

This award recognises the best out-of-home retail event that creatively engaged shoppers through activities or programmes. Judges will be looking for high levels of creativity, excellence in design, execution, and the meeting of marketing objectives. Entries should also provide relevant and tangible evidence to demonstrate the purpose, reach and results of the event.

CATEGORY DESCRIPTIONS

13. Best Event – Targeted Community

This award recognises the best community engagement event that has effectively targeted a specific audience or community.

Judges will be looking at the event's strategic engagement, positive action and/or change in community behaviour.

14. Best Exhibition Event

This award recognises the most seamlessly executed exhibition or trade show events. Large-scale events with multiple exhibitors, including trade, retail, arts and culture, as well as single brand exhibitions are all eligible for entry.

Judges will evaluate the level of innovation in the presentation and display, and the audience feedback.

15. Best Experiential Event

This award recognises the most innovative event experience designed to foster a personal interaction and memorable connection with customers, and takes the audience inside a brand or product. Entries should be able to demonstrate how the event engaged attendees in a customised environment or space.

Judges will be looking for high levels of creativity, a seamless execution and the results of the experience.

16. Best Large Event

This award recognises an outstanding event for more than 200 attendees. This can include a one-day event or an event which spans multiple days from exhibitions, festivals and charities to corporate events.

Judges will be looking at the design, production, ambience and overall success of the event.

17. Best Launch/Rebranding Event

This award recognises the most innovative and effective event specifically designed to support a launch/rebranding of a product or service.

Judges will be looking at the role and contribution of the event that engaged with the target audience, spreading consistency of message in promoting and experiencing the product or service, while driving the brand's core objective.

18. Best Mall Event

This award recognises the best event set-up in malls that creatively engaged shoppers through activities or programmes.

Judges will be looking for high levels of creativity, excellence in design and execution, and achieving a specific marketing outcome. Entries should also provide relevant and tangible evidence to demonstrate the purpose, reach and results of the event.

19. Best Media Event

This award recognises a media or press event that was most creative in the invitation process, effectively engaged journalists and bloggers, and resulted in strong media coverage post-event.

Judges will be looking at the event's measurable results and the media take-up as a result of the event.

20. Best Outdoor Event

This award recognises the most innovative and creative outdoor event. This can include carnivals, art fairs, music or film festivals in an outdoor setting.

Judges will be looking for a high engagement with the audience and strong exposure for partner brands.

21. Best Pop-Up Event

This award recognises the best pop-up event that grabs attention, showcases creativity and uniqueness while driving the sales and brand's awareness.

Judges will be looking for high levels of creativity and effectiveness, a seamless execution and the meeting of marketing objectives.

22. Best Result-Driven Event

This award recognises the most outstanding event that involves, for example, the use of technology, which engaged the attendees and drove significant results for the event.

Judges will be looking at the effectiveness of the event for achieving the business goal.

23. Best Sponsorship Activation

This award recognises the best event born out of a sponsorship agreement. Entries should also provide relevant and tangible evidence to demonstrate the purpose, reach and results of the event.

Judges will be looking at how well the event met the brand's objectives and the overall execution of the event.

24. Best Sustainability Event

This award recognises the event that best implemented a sustainability strategy into an event as well as raising awareness of sustainability. Entrants should show how they generated a long-term impact on the community.

Judges will be looking at what sustainability measures were taken and the effectiveness of the measures while driving the brand's marketing objectives.

CATEGORY DESCRIPTIONS

25. Best Event Production

This award recognises the most creative, extensive, outrageous, ambitious and outstanding production of an event. Entrants should illustrate how research and insights were brought into the idea and how they were executed. Everything from the lighting to the music to the script and registration/ticketing process will be taken into consideration. Judges will be focusing on the fantastic production and execution itself, and less on how the event's marketing objectives were met.

26. Best Use of Event Technology

This award recognises the events that best used the latest event technology to stand out from the crowd.

Judges will be looking at how the entrant leveraged technology during the event to gain the brand a competitive edge.

27. Best Use of Influencer/Advocates

This award seeks out the most effective strategies in recruiting and utilising advocates and influencers/KOLs (including experts, ambassadors, bloggers, celebrities, etc) for an event.

Judges will be looking at not only how the influencers were recruited, but how closely the influencer(s) related to the theme or style of the event and how well they enhanced awareness and engagement from the target audience.

28. Best Use of Multi-Channel

This award recognises the best event that utilised multi-channel (for example, social, PR, content, etc) to enhance an event's promotion and experience.

Judges will be looking for a seamless integration with the event's objectives and branding and how the campaign drove traffic, generated leads, identified prospects, and garnered more participation.

29. Best Use of Social Media

This award recognises the event that best used utilised social media platforms to strike a conversation with an audience to get them talking about and participating in an event.

Judges will be looking at how the social media expanded the reach and enhanced the experience.

30. Best Use of Venue

This award recognises the most innovative set-up and utilisation of a venue to its full potential, using innovative ways to fill the space and engage the audience. The venue can be large-scale or a small pop-up style space.

Judges will be looking for a creative conceptualisation and a venue choice that integrated directly into the overall theme, brand or product as well as an effective execution of out-of-the-box ideas during the main event.

31. Most Innovative Event

This award recognises an event brought to life with new, emerging or trending technologies which not only made the event more engaging for the target audience, but pushed new designs, concepts and ideas to the limit. Innovations can include wearables, location-based technologies, mobile integration and interactive concepts

Judges will be looking at how strongly the brand's values and concepts related directly to the innovation of the event.

TEAM AWARDS

32. Best Event Team

This award recognises the best teamwork before and during the event that resulted in increased sales, brand recognition and customer engagement.

Judges will be looking for proof of the team's scope of work, strategic skills and how the event team managed an issue or crisis during the event.

TERMS & CONDITIONS

Entry fees are **non-refundable**.

Entries will not be considered for judging if payment is not received within five working days upon being invoiced, if an invoice is required before payment.

By submitting the entry, the entrants guarantee that all the works/information submitted are **true** and **accurate**. *Marketing* magazine reserves the right to verify any information submitted in the entry.

Upon submission deadline, **all details on the entry submission form, including company names, credits and so on, are FINAL and CANNOT be changed and/or transferred to another party. Details will be reflected on the website, trophy (presented on the awards night, should you win) and/or any other awards-related materials.** Any changes made after submission will be charged 10% of the submission fee.

Also, please ensure that all details are submitted in **English** only.

The judges' decisions are final.

Without prior notice, *Marketing* magazine reserves the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category/categories will be notified.

Finalists need to be present or appoint a representative to be present at the awards gala dinner in order to receive their trophy(ies) in case they win.

The entrant agrees that *Marketing* magazine or Lighthouse Independent Media will not accept responsibility for errors or omissions reproduced in the presentation of *Marketing* magazine or for work lost or damaged under any circumstances.

Any specific information or content intended for judging purposes only must be clearly indicated in **red text** or **highlighted in red** and will not be used for publication, and will not be disseminated beyond the judging panel in any way.

The entrant grants *Marketing* magazine permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.

The decisions of *Marketing* magazine in all matters relating to the **Marketing Events Awards** shall be final and binding.

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