

























EEAA 2019 AWARDS ENTRY KIT

The Exhibition and Event Association of Australasia's Awards for Excellence celebrates outstanding achievement within the exhibition and event industry.

It recognises the exceptional work of Member organisations and individuals and distinguishes the events, products, services and teams that are delivering best practice.

Don't miss this important opportunity to be recognised by your peers and to share your achievements with the industry.

1. IMPORTANT DATES

Event or initiative qualification period: 1 October 2018 to 30 September 2019 Entries close: 5pm (AEST) Friday 27 September 2019.

If your entry relates to a show that is being held between 19 - 30 September 2019, you may have an extension to lodge your award entry by 5pm (AEST) Wednesday 2 October 2019. This extended deadline is strictly applicable to these entries only. To apply for this extension, please contact Claudia Hunter at memberservices@eeaa.com.au

2. ENTRY AND JUDGING PROCESS

Portal: Entries are to be submitted via the online portal at www.eeaa.awardsplatform.com. Register for an account or login if you have already have an account.

Address Criteria: Each category will include a number of criteria which must be addressed in the submission. It is very important that entries specifically address each of the criteria as judges will be assessing your entry against these.

Scores: Each criteria will show the total possible score for that criteria, with a total combined maximum score of 100 possible for the submission.

Word Count: Each criteria will also show a maximum number of words allowed for that response (please note this is a maximum and you do not need to use the full allocation of words to respond to each criteria). All submissions will also need to include a 200 word summary to be used for PR purposes (not scored).

Supporting Material: All entries will be asked to submit Supporting Material. Substantiated claims about results are essential. Results information can be substantiated by supporting evidence which may include third party audits, research findings and financial results (these may be presented as percentages if actual numbers can't be disclosed). Other supportive documentation such as testimonials, photographs, graphs, charts, tables or other illustrative documents can also be attached. A maximum of 4 x A4 pages are able to be attached per entry. A video link may be included as a way to include additional information. See Entry Requirements for further details.

Draft in Word. Save as you go: We strongly advise that entries are worked on and saved offline (e.g. in Word) and copied into the online form when ready to be submitted. Entries can be started and saved at any time and you can continue to edit them until the submission deadline

Fees: Entry fees must be paid online at the time of completing your submission. See Entry Requirements for further details.

Judging: Each entry will be judged by three judges from a panel of independent industry experts including representatives of the international events community. The Board of the EEAA or Members are not involved in the judging process. There is also a Chair of Judges to oversee process and policies.

3. HALL OF FAME

Those who win an award in the same category for three consecutive years receive an additional award for Hall of Fame

For shows to qualify, the same show much have been held in the same city or state for three consecutive years.

Winning a place in the Hall of Fame means you will be unable to enter the same category for two years.



AWARD CATEGORIES AND CRITERIA

CATEGORY AND ELIGIBILITY	CRITERIA TO BE ADDRESSED	MAX. SCORE	WORD LIMIT
 Best Consumer Show under 10,000 M2 Best Consumer Show over 10,000 M2 Best Trade Show under 10,000 M2 	Background questions and outline of show objectives (not scored)	-	-
	Single most successful element of your show and reason why.	5	300
4. Best Trade Show over 10,000 M2	• What was your approach to satisfy your objectives?	5	300
5. Best New Show	• Why did your show stand out? What did you do that was different? You can provide supporting evidence.	15	300
The same show can be entered more than once if each	How did you engage exhibitors? You can provide supporting evidence.	20	400
show/entry is held in a different state and city. Best Show	• How did you engage visitors and what did you want them to experience? How did you achieve this? You can provide supporting evidence.	20	400
The winners of these categories will automatically qualify to enter the Best Show category where they will be judged in a	• Detail what you did to deliver a more ecologically and socially responsible show in terms of design, materials, energy, waste management and legacy.	10	300
second round by a different team of judges. The winner of this category will be then crowned Show of the Year.	What challenges did you face and how did you overcome them?	10	400
this category will be then crowned show of the real.	How did you meet/exceed your objectives? Please provide supporting evidence.	15	400
6. Best Association Event	Member Servicing: Detail how your event helped the Association service its members and meet their expectations.	20	400
Association events can include trade or consumer shows,	• Industry Growth: Describe how your event promoted and/or grew your industry.	20	400
produced by either an Association Member, Organiser Member for a client or Organiser Member that has a strategic partnership for an event with an industry association. In the case of the latter two, the association must support the award entry by the Organiser Member or also be a EEAA Member.	 Stakeholder Engagement: 1. Describe how your event provided a platform for stakeholder advocacy strategies. 2. How was this implemented to enable specific industry issues or opportunities to be resolved. 	20	400
	 Membership Growth: 1. How did your event help grow membership or target prospective members? 2. Describe marketing strategies used to target potential new members. 3. Describe what post event follow up was implemented and its effectiveness. 	20	400
	 Visitor satisfaction: 1. Describe what strategies were introduced to improve visitor satisfaction. 2. How was this measured and what were the results? 	10	400
	 Exhibitor satisfaction: 1. Describe what strategies were introduced to improve exhibitor satisfaction. 2. How was this measured and what were the results? 	10	400



CATEGORY AND ELIGIBILITY	CRITERIA TO BE ADDRESSED	MAX. SCORE	WORD LIMIT
7. Best Custom Stand	Brief: Summarise the client's brief.	5	300
For Suppliers who deliver outstanding solutions in custom stand design and build.	Creative Response: Summarise how you addressed the brief.	20	300
	• Timeframe: Explain challenges and opportunities in meeting the client's timeframe.	15	300
	 Budget vs Creativity: Explain any challenges and opportunities created by the client's budget versus creativity. Outline the degree of difficulty. 	15	400
	• Innovation: Describe new and innovative elements of the stand which were designed to enhance visitor experience and achieve the results for your client.	30	400
	 Corporate Social Responsibility: Detail what you did to deliver a more ecologically and socially responsible stand in terms of design, materials, energy, waste management and legacy. 	15	300
8. Most Outstanding Marketing Campaign	Strategy: Describe the strategy for the marketing campaign and who you targeted.	15	300
For event, visitor, exhibitor, product, service or venue.	Creative: Explain the creative ideas for the marketing.	15	300
To revert, visitor, exhibitor, product, service or vertue.	• Integration: Describe how the elements of the marketing communications strategy were integrated across marketing platforms.	30	400
	Results to Budget: Provide details of results against budget.	20	400
	 Outcomes: Describe what was achieved and how it drove success. Use "measurable" results. 	20	400
9. Best New Product or Service	• Innovation: Describe what was the product/service and how it met a demand or need in the exhibition and event industry.	15	300
For Organisers, Association Organisers, Venues or Suppliers.	 Research: Detail what research/market insight was undertaken to identify the market opportunity. 	15	300
	Marketing: Describe how the product/service was launched to the market.	15	400
	• Functionality or fit-for-purpose: Give detail as to how functional the product/service is and how it is fit-for-purpose.	20	400
	• Cost Effectiveness: Cost versus benefits - Describe the value of the new product/service solution.	15	300
	 Corporate Social Responsibility: Detail what you did to deliver a more ecologically and socially responsible outcome with this new product or service. 	5	300
	• Testimonial: Provide up to three brief testimonials from clients / customers to support your nomination (upload document – no word limit applies).	15	1



CATEGORY AND ELIGIBILITY	CRITERIA TO BE ADDRESSED	MAX. SCORE	WORD LIMIT
10. Best New Initiative Small Scale Venue For venues under 10,000m2 or under 500 pax	Brief: Describe the new initiative and how it met a demand or need in the exhibition and event industry and/or business events.	10	300
11. Best New Initiative Large Scale Venue	• Insight: Detail what research/market insight drove the introduction of the new initiative.	15	300
For venues over 10,000m2 or over 500 pax These awards are open to whole venue precincts or standalone venues that are available to the business events industry. The new initiatives should be relevant to the business events industry and can be for infrastructure, operations and service innovations.	 Benefits: 1. Explain the benefits of the new initiative and in particular how the innovation has delivered to visitor / client needs. 2. How has the new initiative addressed visitor / client expectations? 3. Why are you proud of this initiative? 	25	400
	 Outcomes / Performance: What is the evidence that the new initiative delivered on innovation goals and/or continual improvement goals? Explain the outcomes in the context of any difficult market / economic conditions or challenges over the period. How has the initiative improved your clients' event and the visitor experience? Outline any measurable results or evidence that verify the positive impact of the new initiative. 	25	400
	• Corporate Social Responsibility: Did this initiative consider ecological and social responsibility in terms of design, materials, energy, waste management and legacy?	10	300
	• Testimonial: Provide up to three testimonials from clients / customers to support your nomination (upload document – no word limit applies).	15	-
12. Best Corporate Citizenship	The Brief: Describe the Brief or Project.	10	300
This award recognises companies that have a commitment to responsible business practice and to building a reputation as a good corporate citizen. This is manifest through its commitment to the community, the environ-	CSR Values: Describe how it supports the values of the company and contributes to success.	10	300
	• Strategies: Describe how it was developed – what were the challenges and how were these addressed.	15	300
ment, its staff and also to the bottom line of the business.	• Engagement: Describe how internal and external stakeholders were engaged.	15	300
	Achievement: Describe what was achieved and how this was measured.	30	400
	• Legacy: Describe the legacy and how this can be leveraged in the future.	20	400
13. Best Show Team	Brief: Describe the brief or project that the team delivered.	10	300
14. Best Venue Team 15. Best Supplier Team – Event (This award is for the design, build and construct services for an event. It is not for a single stand) Self-nomination or third party nominations apply to these categories.	 Achievement: 1. Detail what was achieved by the team and use measurable results. 2. Describe what made the achievements beyond normal expectations. 	30	400
	• Strategies: Outline the strategies used for communication, issues management and reporting.	20	400
	• Degree of Difficulty: What were the issues that the team had to overcome to deliver a positive outcome?	20	400
	Customer Service: Explain how the client/customer (venue, organiser, exhibitor or visitor) benefited from the teamwork.	20	400



CATEGORY AND ELIGIBILITY	CRITERIA TO BE ADDRESSED	MAX. SCORE	WORD LIMIT
16. Best Supplier – Services or Products	Brief: Describe your overall service or product.	10	300
This is for service or product suppliers that support the exhibition and event industry. It is not for a specific stand build or construction. It can include suppliers or contractors such as labour hire, rigging, transport, logistics, accommodation, security, cleaning or communications etc.	• Strategies: Describe what strategies were used to deliver a smoother or more successful event experience to the client - organiser, venue, exhibitor or visitor.	15	400
	• Innovation: Describe any new or innovative actions that enhanced your delivery of goods/ services.	15	400
	• Communication: Describe how the company improved its communication to organiser, venue, exhibitor or visitor.	10	400
Self-nomination or third party nominations apply to this category.	• Degree of Difficulty: What were the issues you had to overcome to deliver a positive outcome?	15	400
	• Customer Service: Describe how the client/customer (venue, organiser, exhibitor or visitor) benefited from the improvements.	15	400
	• Corporate Social Responsibility: Detail what you did to deliver a more ecologically and socially responsible outcome with the product or service.	5	300
	• Testimonial: Provide up to three testimonials from clients / customers to support your nomination (upload document – no word limit applies).	15	-
17. Richard Geddes Young Achiever This award recognises the bright young stars in our industry who are shining in their work, attitude, leadership and commitment to the industry.	• Demonstrated Achievements: Describe why the candidate is nominated and their most outstanding qualities and achievements. Please provide examples and be specific about attitude, actions and outcomes delivered.	20	400
	• Commitment: Detail what the candidate achieved and how the candidate demonstrated a commitment to the organisation, project or client.	20	400
Nominees must be: • Employed by a EEAA member company for 12 months	• Excellence: Explain how the candidate showed their capacity to deliver excellence and how did this help the business or client.	20	400
or more.	• Achievement of Goals: Detail the candidate's performance against goals.	20	400
 Aged under 30 as at 31 December 2019. Nominated by their employer and one other EEAA Member company. Available to be interviewed in person or via video call as part of the judging process. Able to attend the EEAA 2019 Awards for Excellence Gala Dinner on 4 December in Melbourne. 	Leadership Qualities: Describe the candidate's leadership qualities and contribution to the industry and/or Association.	20	400
The winner will receive a scholarship from Tourism Australia to attend the UFI Asia-Pacific Conference in 2020. Please refer to the Entry Rules and Guidelines for further important details.			



CATEGORY AND ELIGIBILITY	CRITERIA TO BE ADDRESSED	MAX. SCORE	WORD LIMIT
18. Unsung Hero	What was their contribution?	25	400
This award recognises the unsung heroes for service and contribution to the exhibition and events industry and the	• What has been the impact of their achievements on the exhibition and event industry?	25	400
	 How has the industry benefitted from their contribution? 	25	400
EEAA community. They may be someone who flies below	What can others learn from the candidate?	15	300
the radar – whatever their role, they are above all passionate and devoted to always going beyond what's expected to deliver outstanding service. They contribute to achieving overall results, they make things happen and contribute to the success of or industry.	How has the candidate played a role in the EEAA?	10	300
 Who can be nominated? This award is open to anyone in the EEAA Membership. Their contribution must be for work that has had a profound impact on the industry. They must be nominated for the award. The nomination must be endorsed by the candidate's leader. A Member can nominate a person in another Member company. 			
19. Most Creative Innovation in Event "Experience"	What was the brief?	5	200
Delivery	What was created?	15	300
This award recognises the achievements of the talented	• Describe the "stand-out" element/s of the experience?	20	400
people and agencies that create the "wow" factor in the events industry. They are the individuals and teams who	• What were the constraints or challenges and how were they overcome?	20	400
bring fresh ideas, who push boundaries and who deliver the	• What were the results – financial and non-financial?	15	400
magic that makes live events so special and so effective as	What opportunities can be built upon in the future?	15	300
a medium in business. This award is designed to celebrate the important partnership that exists between suppliers and their clients and to recognise that EEAA Members work across all types of events.	• Who was the key person or the key people who should be recognised for this achievement? Briefly state why.	10	200
 Who can enter? This award will appeal to a wide range of companies external suppliers as well as in-house teams in the EEAA Member community. The category is designed to reward exceptional "experience" delivery in Theming and Decor, Creative Production and Staging, Catering and Entertainment in the business events sector. 			



CATEGORY AND ELIGIBILITY	CRITERIA TO READDRESSED	MAX. SCORE	WORD LIMIT
	CRITERIA TO BE ADDRESSED		
20. Best Innovation in Event Tech	 Describe the business case for the event tech innovation – what was the challenge or opportunity? 	10	400
This award recognises the growing impact of event tech in	• Describe what was created – the "solution" and the pathway to discovering the innovation.	20	400
creating successful events. We aim to celebrate innovation that has led to more effective outcomes. It recognises the	• Results: What results were achieved? What was the return on investment?	30	400
important partnerships between owners of events, venues	• Identify the person or team members in the project and their contribution.	10	300
and the service providers as well as attendees, visitors and customers.	• What lessons were learnt?	15	400
Who can enter? EEAA Members in event tech, or who develop in-house event tech solutions, or who commission or partner with event tech providers to deliver innovation which benefits the event and its stakeholders. In the case of the latter, both should be Members of the EEAA.	What are the next steps – or future strategies to maintain the innovation momentum or leverage the opportunities it has opened up?	15	400
Where an event tech provider is not a Member of the EEAA, that company can apply to join the Association.			



ENTRY RULES AND GUIDELINES

ENTRY REQUIREMENTS

- Entries must be submitted via the EEAA online Awards portal: eeaa.awardsplatform.com
- An online entry must be submitted for each submission, specifically addressing each criteria plus an additional 200 word summary for use in PR and answers to background information questions if required for that category.
- Submit a maximum of 4 x A4 page attachments in support of your entry (e.g. evidence of results, photographs, graphs, marketing material, testimonials).
- All entries should include up to 5 high resolution images and a company or event logo suitable for use in PR.
- Entries not complying with the Guidelines will be penalised by up to 10% of the final score.
- · Please ensure details of auditing are included for show entries. This is very important.
- Entry fees must be paid online at the time of completing your submission. If your entry has not been paid by the awards closing date, it will not be included for judging.
- The entry fee is \$313.50 per entry which includes GST but excludes other fees and charges. A merchant fee will be applied to entries. These fees will be added to your total and outlined in the payment summary.
- You will receive an email confirmation of your entry. If you have not received a confirmation email, please contact Claudia Hunter at the EEAA office on 02 9413 9520.

ELIGIBILITY AND CONDITIONS OF ENTRY

- Only financial Members of the Exhibition & Event Association of Australasia (EEAA) can enter.
- Events, shows or achievements must have taken place within the qualifying period 1 October 2018 to 30 September 2019.
- Suppliers, Venues, Associations and Organisers (where a show is organised on behalf of a client), require the support of the client or partner to submit into the EEAA Awards for Excellence. Letters of support to be included with your submission.
- All winning joint entries are only eligible for a single trophy. A duplicate trophy may be purchased post event.
- Hall of Fame: for a show to be eligible for the Hall of Fame award it must have won an award in the same category and held in the same State for three consecutive years.
- Each entry will be scored by three judges for each award. Each criteria will be marked by each judge and given a score. Not all criteria will be weighted equally. A maximum score of 100 is possible from each judge; 300 in total. The entry with highest total score will be deemed the winner.
- By entering a submission you give the EEAA or its appointed contractor/representative

- permission to publish information contained within your submission including photographs, company logo, profiles, and nonpecuniary information. You also grant permission to pass your contact details to media for publicity purposes.
- The EEAA reserves the right to not proceed with an award category. Should the decision be made to not make an award in a category. EEAA reserves the right to reallocate an entry to another category.
- Entrants agree to abide by the judges' decisions and there will be no appeals.
- Issues resolution: An independent arbiter will review entries that score equal points and to resolve any issues.
- The Board of the EEAA or Members are not involved in the judging process.

WHAT THE JUDGES ARE LOOKING FOR

- Well written, concise and professional submissions.
- A response to each of the Award Assessment Criteria. Judges will score each criteria on how well they are answered.
- Results information to be substantiated by supporting evidence which may include
 third party audits, research findings and financial results (these may be presented as
 percentages if actual numbers can't be disclosed). Substantiated claims about results
 are recommended. Measurable results will be given a higher score in assessments. If
 independent auditing has been undertaken, these results should be included.
- Testimonials, photographs, graphs, charts, tables and other illustrative methods to demonstrate and substantiate your claims.
- Optional; A short video may be included as a way to include additional information.

OTHER INFORMATION

- You may edit your entry after submitting, up until the entry deadline.
- Make sure all your company and entry name details are entered accurately, including entry name and contact details, as these will be used in the awards presentation if selected as a finalist.
- You are eligible to enter more than one category. You can use the 'copy' feature to create a copy of your entry and change the category field. Ensure the copied entry answers the specific criteria for that category.



































SUBMISSION CHECKLIST FOR ALL ENTRIES

- The submission is complete it has answered all questions and responded to each criteria.
- All relevant letters of support have been included.
- A maximum of 4 x A4 pages have been included as supportive documentation.
- If your event is audited, details are included in the supporting documentation.
- Up to 5 high resolution images (JPEG format) have been included for PR purposes
- If you have a video you have included a link
- Your company logo has been included with the submission
- You have included payment details for the entry. The cost per entry is \$313.50 which includes GST but excludes other fees and charges. A merchant fee will be applied to entries. These fees will be added to your total and outlined in the payment summary.

Contact Claudia Hunter at the EEAA on (02) 9413 9520 or memberservices@eeaa.com.au if you have any questions.

CONDITIONS FOR RICHARD GEDDES YOUNG ACHIEVER AWARD SCHOLARSHIP

What is included:

- Registration to the UFI 2020 Asia-Pacific Conference which will be held on 3-6 March 2020 in Macau
- Return airfare from the closest capital city to Macau
- Accommodation in Macau for up to 3 nights

Conditions:

- EEAA will register the winner for the UFI 2020 Asia-Pacific Conference in Macau
- EEAA will propose flight and accommodation options.
- The winner will be required to book and pay for their flights and accommodation and will be reimbursed by the EEAA for these costs at the time of booking.
- Flights and accommodation choices must be pre-approved by the EEAA prior to booking.
- In the event that the winner does not attend or cancels the trip, the EEAA must be reimbursed for any non-refundable expenses.
- This prize is not transferable and cannot be deferred to another year. If the winner is unable to attend the UFI Asia-Pacific Conference on 3-6 March 2020 the prize is forfeited.
- The winner is required to have travel insurance for the duration of the trip.

As part of the scholarship the winner is also required to participate in the following activities which are designed to further their professional development through the program.

Attend a pre-departure meeting at EEAA to discuss goals and approach to the UFI

Conference

- Provide quotes and other content as needed (e.g. be interviewed) for EEAA media releases to promote the winner, the scholarship and the trip to the UFI Asia-Pacific Conference.
- Incorporate meetings as required in the UFI Asia Pacific conference itinerary.
- Following the UFI Asia-Pacific Conference, present back to EEAA and the scholarship sponsor, Tourism Australia, on their experience and learnings.
- Attend and speak at a Young Stars event in 2020 following their win to share learnings and experiences.
- Attend and speak at the EEAA 2020 Conference on 3 June (TBC) to share learnings and experiences (the cost of flights and accommodation if required will be covered by EEAA).
- Promote and be an advocate for the Richard Geddes Young Achiever Award and scholarship during 2020, e.g. provide quotes and testimonials for media releases and speak at Young Star event.
- Participate in profile piece/interview as part of EEAA's Career for Life campaign in 2020.
- Join the EEAA Young Stars committee
- Brief the next winner of the Award on how to prepare for their scholarship.





































JOIN OUR PARTNERS

MAJOR PARTNER

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JOIN OUR PARTNERS

The Association values the contribution of our partners in supporting us to deliver the 2019 program. We invite you to join those that have already committed to sponsoring our events.

It's your opportunity to showcase your organisation and have a presence at the major events of the year where your peers from the exhibition and events industry will be in attendance.

There are more opportunities to partner with the EEAA. We invite you to support us.

Contact: Diane Glasson P: 02 9413 9520 | E: dglasson@eeaa.com.au