



EuBea - European Best Event Awards

8th Edition

Call for entries

ADC Group is glad to welcome you to the 8th edition of EuBEA, the European Best Event Awards, the initiative created to recognize the excellences in this field and to increase the importance of events in the marketing plans of any organization.

Since 2006, EuBEA has been awarding the creativity and the excellences of events at European level. The high expertise of the jury panel, which is composed by professionals of events coming from the main companies and events associations, grants an international recognition of quality to the winning events.

Quality at EuBEA means creativity, effectiveness, direction, technique, setting, location, press return, sustainability and all the ingredients that make an event a quality event, aside from the budget. Big, as well as small events, have the same chances to win the first prize.

EuBEA participants are usually those events professionals that don't want to stay closed within their national frames, but cross borders to find new markets and new inspirations for creativity.

EuBEA is a real international experience with a European flavour. Last edition saw about 150 registered events, from 19 European countries: Austria, Denmark, France, Germany, Italy, Latvia, Netherlands, Norway, Portugal, Spain, Sweden and United Kingdom Russia, Czech Rep, Hungary, Estonia and Turkey.

Participating at EuBEA facilitates the events organizers:

- Increasing the importance of events in the marketing mix of their company/clients
- Meeting different cultural approaches to enrich the creativity of their events
- Facing the challenge at European level as a stimuli to improve the quality of their events
- Receiving qualified visibility taking the occasion of the press return of the EuBEA
- Making their events last for the whole year with the EUROPEAN EVENTS ANNUAL

The participation to the EuBEA is submitted with the subscription to the EUROPEAN EVENTS ANNUAL. As a consequence, all the events published in the annual automatically become eligible candidates for the EuBEA awards, with no additional fee.



KEY DATES

- Registration opening: 15th May 2013
- Deadline: 26th July 2013
- 1st online jury session: mid September
- 2nd jury session: 11st to 13rd October in Malta
- EuBea ceremony: 26th November in Milan, during the BEF - Bea Expo Festival

ELIGIBILITY

EuBEA awards are open to any organization such as companies, events agencies, public relations/communication/promotion/advertising/web agencies, production houses, public bodies, associations etc. that are based in Europe.

The entrant can be public or private events, occurred anywhere in the world during the period between 1st July 2012 and 30th June 2013.

Each organization can enter as many events as they want.

HOW TO ENTER

Taking part in the EUROPEAN EVENTS ANNUAL, the subscriber events automatically become eligible candidates for EuBEA European Best Event Awards.

Entering will follow these stages:

- From 13th May to 26th July: Submission of the information and descriptive material of the events on the platform.
- A check of the material will follow the submission, only the events that will comply with the rules requested on the platform can be evaluated by the jurors.
- In September a first session jury will choose the short listed events.
- In October a second session of the jury will be held in Malta to decide the winners
- On the 3rd week of November the winners will be proclaimed during the EuBEA ceremony
- Winners will receive the official stamps of the award from the organizers.



EUROPEAN EVENTS ANNUAL

The EUROPEAN EVENTS ANNUAL dedicates one page for each registered event, presenting a full description of the event with photos, logo and profile of the company/agency organizing.

Distribution will consist of at least 10.000 copies through the main international exhibitions and meetings among European event's insiders.

10 printed copies will be complimentary for the companies/agencies that will take part.

A digital version will be fully available for the participants

JUDGING AND EVALUATION CRITERIA

All submissions will be verified to determine if they contain the complete set of requested materials. They will then be evaluated by the EuBEA Jury, composed by authoritative international representatives from the corporate world, trade associations, journalists and communications experts in the events field.

The Jury of EuBEA 2013 will go through two different stages:

A first session where all jurors, representatives from Event Managers, Associations, Media from different countries, will judge the events on our online platform to determine the short listed events that will be admitted to the final.

A second jury session that will gather in Malta to determine the winners. Such session will be formed by Event Managers and the Associations partners with a group of five media partners chosen on a rotating basis.

AWARDS & TROPHIES

EuBEA – European Best Event Awards (overall best events)

The first, the second and the third event from all the nominated events that will achieve the higher score on the whole evaluation from the jury panel.

European Best Event Awards will receive:

- Golden Elephant (1st place)
- Silver Elephant (2nd place)
- Bronze Elephant (3rd place)



Best Events categories

Event category is the only classification that all the entrants must choose while applying on the online form. Each application allows to select one category. If the event is suitable to be evaluated in more than one category, **the organization can enter the same event as many times and in as many categories as they want to compete.**

Best events by category will receive:

- Silver Elephant (1st place)
- Plaque with Silver Elephant (2nd place)
- Plaque with Silver Elephant (3rd place)

Categories and definitions:

- **Best Launch Event:** Events specifically designed to launch a new product or service
- **Best B2B Event:** Events targeted to business/trade partners
- **Best Non Profit/Social Service Event:** Events committed to a social issue or with non-profit goals
- **Best Internal Event/Convention:** Meeting within and targeted to the internal representatives/members of an organization; meeting of members, representatives or delegates of an organization, such as a meeting within the employees of a company
- **Best Web Event:** Event carried out on the Web, through social networks, communities, blogs, micro-blogs, video streaming, video conferences, etc.
- **Best Public Event:** Events organized within local communities and accessible to the public
- **Best Unconventional Event:** Events in which unconventional means are used (graffiti, sticker bombing, flash mobs, etc.).
- **Best Roadshow:** Events structured in a series of temporary and travelling contest.
- **Best Congress/Conference:** Formal meeting with representatives of a discipline, a science, or an art, carried out to discuss or to present a specific topic.
- **Best Trade Show:** Exhibitions / Expo organized into a specific industry to showcase new products, services, studies, etc.
- **Best Sports Event:** Sports events such as races, championships, demonstrations, etc.
- **Best Musical Event:** Musical entertainment/performances such as concerts, musical comedies/dramas, music festival, etc.
- **Best Celebration/Festivity:** Ceremonies to celebrate or commemorate a recurrence, an anniversary or any other special occasion
- **Best Incentive/Team Building:** Incentive travels or team building events involving internal or external company target
- **Best Educational / Training Event:** Events with the aim of learning and instruction such as seminars, workshops, etc.
- **Best Cultural Event:** Events that take culture as a the frame of reference of the happening. They can be referred to the promotion of the fine arts, or lend to the broadening of perspective in term of lifestyle, background, beliefs/value, expression or law, etc.
- **Best Sustainable Event:** Events that are planned to minimize their environmental impact
- **Best Green Event:** Events that are dedicated to environmental issues
- **Best Hybrid Event:** Award to the best event that combines the live activities with the digital activities (social, mobile, blog, etc..)

Best events for excellencies will receive:

- Silver Elephant (1st place)
- Plaque with Silver Elephant (2nd place)
- Plaque with Silver Elephant (3rd place)



Technical Excellencies:

- **Best insight** (Best Creative Idea: Awarded for originality and creativity)
- **Best execution** (Best Location/Setting, Best Direction, Best Staging/Set Design, Best Audio/Video/Lighting Production)
- **Best consumer engagement**
- **Best Performance** (Best supporting media, PR strategy and media mix)

Special Awards

All the nominated events are suitable to be awarded for the Special Awards, independently from the category they applied in.

Best events awarded with Special Awards will receive:

- Golden Star (1st place)
- Plaque with Golden Star (2nd place)
- Plaque with Golden Star (3rd place)

Categories:

- **Best Low Budget Event:** The best and most complete event carried out with a budget lower than 50,000 Euros.
- **High Budget Event:** The best event carried out with a budget higher than 5,000,000 Euros.
- **Best Integrated Event:** The best event that has been able to decline at least in three event type-categories.
- **Best Technological Innovation:** Award to the most innovative technology used.
- **Best Use Of Space/Environment/Setting:** Award to the most innovative and distinctive choice and use of an event setting.
- **Best Evaluation Award* :** Award to the agency that better measured the effectiveness of an event by calculating the ROI value.
- **Best Event Agency:** Award to the agency whose events will have totalled the highest overall score from categories and technical excellences.
- **Best Event Company:** An award to the company whose events will have totalled the highest overall score from categories and excellences.
- **Best Creative Director Of The Year:** An award to the creative director whose commitment contributed to the success of the events in the competition.

* For the assignment of this prize is necessary to download the form of the ROI Institute (Step 5 of registration platform) please return the form duly completed to the secretary organization.



REQUESTED INFORMATION AND MATERIAL

All submissions should be followed by an online application form through the hyperlink that the organizers will deliver to the candidates when they subscribe. Incomplete entry forms will not be accepted.

To fill in the online application form is mandatory to be admitted to the evaluation of the jury panel. Here below is an example of what is requested to fill in the form:

ENTRANCE FEE

EUROPEAN EVENTS ANNUAL + EuBEA

Registration with the competition requires a participation fee, as described below:

EUBEA Number of events	EUROPEAN EVENTS ANNUAL Number of pages	Fee
1	1	€ 1.000
2	2	€ 1.800
3	3	€ 2.600
>3	Each over the 3rd	€ 700
10	10	€ 6.500

TROPHIES DUPLICATION

Winners that want to have a copy of the awards received can order it paying a fee as follows.

Trophies

- 1 trophy € 400
- 2 trophies € 650
- 3 trophies € 900
- 4 trophies € 1.150
- Each over the 4th € 250

Plaques

- 1 plaque € 150
- 2 plaques € 250
- 3 plaques € 350
- Each over the 3rd € 100



PAYMENT TERMS

Entrance fee should be paid within the entrance period from 14th May to 31st July. Evaluation of the material submitted will occur after the payment of the fee. Candidates that wouldn't have complied with the entire payment within the 31st July, won't be evaluated by the jury, losing the opportunity to win any prize.

Bank transfer

Account: ADC Group Srl
Bank: Banca Intesa San Paolo – Agenzia n. 31 – Milano, V.le Papiniano 48 20135
IBAN: IT59 P030 6909 4571 0000 0005 772
BIC: (Swift) BCITITMM
Object: EuBEA 2013 + number of entering events + name of your organization

CONTACTS

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