

# EUROPEAN BEA

[awards by event type]

## EUROPEAN bea



### FIRST PRIZE

*Opening Ceremony CeBIT 2008*

Organizer: **insglück-Gesellschaft für Markeninszenierung mbH**  
Client: **Deutsche Messe AG**  
Event type: **Celebration/Festivity**  
Country: **Germany**

### SECOND PRIZE

*The Most Majestic Espresso Experience*

Organizer: **Promoconvention**  
Client: **Lavazza**  
Event type: **BtoB event**  
Country: **Italy**

### THIRD PRIZE

*A new Cinderella is born*

Organizer: **Desafio Global Ativism**  
Client: **Dior**  
Event type: **Product/Service launch**  
Country: **Portugal**

### BTOB EVENT

#### FIRST PRIZE

*The Most Majestic Espresso Experience*  
Organizer: **Promoconvention**  
Client: **Lavazza**  
Country: **Italy**

#### SECOND PRIZE

*The Italian creativity & Design of the 50's*  
Organizer: **EGG**  
Client: **Accenture**  
Country: **Italy**

### CELEBRATION/FESTIVITY

#### FIRST PRIZE

*New Milan Skyline*  
Organizer: **Promoconvention**  
Client: **Mercedes-Benz Milano**  
Country: **Italy**

#### SECOND PRIZE

*The Promised Land*  
Organizer: **Mediolanum Comunicazione**  
Client: **Banca Mediolanum**  
Country: **Italy**

#### THIRD PRIZE

*Kievstar's mega-show 'Communication for the Future'*  
Organizer: **Priz-MA**  
Client: **Cjsc 'Kievstar'**  
Country: **Russia**

### CONGRESS/CONVENTION

#### FIRST PRIZE

*Management Convention 2008*  
Organizer: **Auditoire**  
Client: **Alstom Transport**  
Country: **France**

#### SECOND PRIZE

*Together/Ready for the future*  
Organizer: **K-events**  
Client: **UniCredit Retail Division**  
Country: **Italy**

#### THIRD PRIZE

*Saint Vincent Magic Congress*  
Organizer: **Showlab**  
Client: **Casino de la Vallée**  
Country: **Italy**

### CULTURAL EVENT

#### FIRST PRIZE

*Declaration of the New 7 Wonders*  
Organizer: **Realizar**  
Client: **New 7 Wonders**  
Country: **Portugal**

#### SECOND PRIZE

*7 Maravilhas EDP*  
Organizer: **Action4 Ativism**  
Client: **EDP**  
Country: **Portugal**

### EDUCATIONAL/ TRAINING EVENT

#### FIRST PRIZE

*San Vittore Sing Sing*  
Organizer: **Piano B**  
Client: **Province of Milan**  
Country: **Italy**

### EVENT FOR NON PROFIT/ SOCIAL ORGANIZATION

#### FIRST PRIZE

*Wolkenschieber Gala*  
Organizer: **Joke Event**  
Country: **Germany**

### INTERNAL COMPANY EVENT/COMPANY CONVENTION

#### FIRST PRIZE

*V for Victory*  
Organizer: **concept X Strategische Kommunikation**  
Client: **Versatel AG**  
Country: **Germany**

#### SECOND PRIZE

*ImpresionARTE*  
Organizer: **SCP**  
Client: **Peugeot Spain**  
Country: **Spain**

#### THIRD PRIZE

*Anno Domini*  
Organizer: **Mediolanum Comunicazione**  
Client: **Banca Mediolanum**  
Country: **Italy**

### LOW BUDGET EVENT

#### FIRST PRIZE

*Pink Rooms*  
Organizer: **eBay Italy, Casa Facile**  
Country: **Italy**

#### SECOND PRIZE

*When Do-It-yourself becomes Art*  
Organizer: **EGG**  
Client: **Robert Bosch**  
Country: **Italy**

### MUSICAL EVENT

#### FIRST PRIZE

*Vodafone Música*  
Organizer: **Action4 Ativism**  
Client: **Vodafone**  
Country: **Portugal**

### PRODUCT/SERVICE LAUNCH

#### FIRST PRIZE

*A new Cinderella is born*  
Organizer: **Desafio Global Ativism**  
Client: **Dior**  
Country: **Portugal**

#### SECOND PRIZE

*Launch Lamborghini Gallardo LP560-4*  
Organizer: **Vok Dams Gruppe**  
Client: **Automobili Lamborghini**  
Country: **Germany**

#### THIRD PRIZE:

*Fornarina Urban Beauty Show*  
Organizer: **Fornari**  
Country: **Italy**

### PUBLIC EVENT

#### FIRST PRIZE

*Venetian Events: Love and Sensation 2008*  
Organizer: **K-events**  
Client: **Venezia Marketing & Eventi**  
Country: **Italy**

#### SECOND PRIZE

*Green Meter*  
Organizer: **Auditoire**  
Client: **Michelin**  
Country: **France**

#### THIRD PRIZE

*Roland Garros 2008 \ 'Laisse ta Trace'*  
Organizer: **Auditoire**  
Client: **adidas**  
Country: **France**

### WEB EVENT/ MEDIA EVENT

#### FIRST PRIZE

*Mister Peroni. Free the team manager in you!*  
Organizer: **Alphaomega**  
Client: **Birra Peroni**  
Country: **Italy**

#### SECOND PRIZE

*Ben & Jerry's launches Woody Tunes*  
Organizer: **Magic Garden Agency, the union of 8 main Breton festival music promoters, Espace des sciences of Rennes, An Tour Tan Web Media, Interceltique 3C**  
Client: **Ben & Jerry's Unilever**  
Country: **France**

## AUDIO/VIDEO/LIGHTING PRODUCTION

### FIRST PRIZE

*Convention Vodafone Dealer 2007 'The Future@Vodafone'*

Organizer: **It's Cool Events**

Client: **Vodafone**

Event type: **Internal company event/Company convention**

Country: **Italy**

### SECOND PRIZE

*New Tv Experience Zon Box HD*

Organizer: **Desafio Global Ativism**

Client: **Zon Tv Cabo**

Event type: **Internal company event/Company convention**

Country: **Portugal**

### THIRD PRIZE

*Samsung Omnia i900*

Organizer: **It's Cool Events**

Client: **Samsung Electronics**

Event type: **Product/Service launch**

Country: **Italy**

## CREATIVE IDEA

### FIRST PRIZE

*When Do-It-yourself becomes Art*

Organizer: **EGG**

Client: **Robert Bosch**

Event type: **Low budget event**

Country: **Italy**

### SECOND PRIZE

*Fiat 500 Parade*

Organizer: **Promoconvention**

Client: **Fiat**

Event Type: **Product/Service launch**

Country: **Italy**

### THIRD PRIZE

*Christmas Party 2007*

Organizer: **Netservice Eventi e Spettacoli**

Client: **Ing Direct NV**

Event type: **Internal company event/Company convention**

## DIRECTION

### FIRST PRIZE

*ImpresionARTE*

Organizer: **SCP**

Client: **Peugeot Spain**

Event type: **Internal company event/Company convention**

Country: **Spain**

### SECOND PRIZE

*Kievstar's mega-show 'Communication for the Future'*

Organizer: **Priz-MA**

Client: **Cjsc 'Kievstar'**

Event type: **Celebration/Festivity**

Country: **Russia**

### THIRD PRIZE (EX AEQUO)

*Cisco Networkers 2008*

Organizer: **George P. Johnson**

Client: **Cisco**

Event type: **Congress/Convention**

Country: **UK**

### THIRD PRIZE (EX AEQUO)

*VMworld Europe 2008*

Organizer: **George P. Johnson**

Client: **VMware**

Event type: **Congress/Convention**

Country: **UK**

## LOCATION

### FIRST PRIZE

*Together / Ready for the future*

Organizer: **K-events, Events & Co.**

Client: **UniCredit Retail Division**

Event type: **Congress/Convention**

Country: **Italy, Spain**

### SECOND PRIZE

*Green Meter*

Organizer: **Auditoire**

Client: **Michelin**

Event type: **Public event**

Country: **France**

### THIRD PRIZE

*A-Day is here*

Organizer: **Welcome Event Marketing**

Client: **Grundfos**

Event type: **Internal company event/Company convention**

Country: **Denmark**

## MEDIA MIX

### FIRST PRIZE (EX AEQUO)

*SwisSensation*

Organizer: **Eidos**

Client: **Switzerland Cheese Marketing**

Event Type: **Product/Service launch**

Country: **Italy**

### FIRST PRIZE (EX AEQUO)

*Optimus Rebranding*

Organizer: **Realizar**

Client: **Optimus - Sonaecom**

Event type: **Product/Service launch**

Country: **Portugal**

### THIRD PRIZE

*Roland Garros 2008 \ 'Laisse ta Trace'*

Organizer: **Auditoire**

Client: **adidas**

Event type: **Public event**

Country: **France**

## PRESS NOTORIETY/ RETURN

### FIRST PRIZE

*Saint Vincent Magic Congress*

Organizer: **Showlab**

Client: **Casino de la Vallée**

Event type: **Congress/Convention**

Country: **Italy**

# EUROPEAN bea



### SECOND PRIZE

*7 Maravilhas EDP*

Organizer: **Action4 Ativism**

Client: **EDP**

Event type: **Cultural event**

Country: **Portugal**

### THIRD PRIZE

*Ben & Jerry's launches Woody Tunes*

Organizer: **Magic Garden Agency, the union of 8 main Breton festival music promoters, Espace des sciences of Rennes, An Tour Tan Web Media, Interceltique 3C**

Client: **Ben & Jerry's Unilever**

Event type: **Web event/Media event**

Country: **France**

[technical excellence & special awards]

## SPECIAL AWARDS

### BEST EVENT AGENCY

#### FIRST PRIZE (EX AEQUO)

*Promoconvention* - Italy

#### FIRST PRIZE (EX AEQUO)

*Auditoire* - France

### THIRD PRIZE

*K-events* - Italy

### BEST EVENT COMPANY

#### FIRST PRIZE

*Deutsche Messe* - Germany

### SECOND PRIZE

*Alstom* - France

### THIRD PRIZE

*Lavazza* - Italy

## TECHNOLOGICAL INNOVATION

### FIRST PRIZE

*Management Convention 2008*

Organizer: **Auditoire**

Client: **Alstom Transport**

Event type: **Congress/Convention**

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