


AWARDS 2020

HEADLINE PARTNER



BUSINESS EVENTS
AUSTRALIA



“Whitehaven Beach is the most picture perfect destination for a group incentive. I’m always in awe of the world-famous turquoise swirls and pure white silica sand. The raw natural beauty of the region will blow you away, it’s an experience you will never forget.”

- Adam Leonard, Director of Sales
InterContinental Hayman Island Resort

Discover the tropical islands of the Whitsundays on Australia’s Great Barrier Reef, including the famous Whitehaven Beach, in the latest edition of the incentive inspiration magazine *Australia Next*.

[Read now](#)

Whitehaven Beach, The Whitsunday Islands on the Great Barrier Reef



BUSINESS EVENTS AUSTRALIA
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The Judges



Christine Bennett
Chief executive
Tayor Bennett Partners



Claire Dowd
Owner and director
X Events



Matt Franks
Director of events
DRPG



Elliott Grant
President
SITE GB



David Heron
Co-head of agency
Black Tomato



Rachael Kenny
Events lead
Investors in People



Steve Lang
Director
Motiv8



Cecilia Lavin
President
ILEA



Gareth Lush
Brand and influencer
event manager
Sony PlayStation



Nicole Masterman
Account director
Ashfield



Caroline Medcalf
Director of events
Capita Travel and Events



Jez Paxman
Content director
Live Union



David Preston
Chief executive
Realise



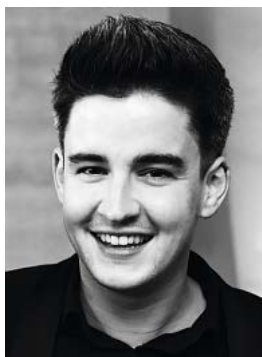
Lidia Sakarapani
Head of sales and marketing
Principal Global Events



Susan Spibey
Executive board chair
Institute of Event Management



Welcome to the C&IT Awards 2020



Calum Di Lieto Editor, C&IT

This year is the 10th birthday of the industry's most prestigious trophy. And while the C&IT Awards' decade wasn't celebrated in the way I had anticipated, the excitement and suspense of those shortlisted was palpable.

What's more, the need to congratulate the industry's greatest achievers is more important than ever. In a time where events have been cancelled and postponed, being reminded of the power and creativity of our industry is essential. It is why C&IT and Haymarket are proud to stand alongside the One Industry, One Voice movement that aims to aid recovery and raise the industry's profile.

But celebrating our successes together and acknowledging all the hard work every entry has showcased is what the C&IT Awards is all about. And the level of prestige that comes with winning one of our awards wouldn't be possible without our esteemed judges.

The accolade still carries the same weight and recognition for all those that won because every entry was judged by our panel of industry experts. A diverse variety of corporates, associations and global and UK agencies came together to thrash out who the most deserving are among such a high calibre of entries.

So a massive thank you to them and all of our sponsors that have continued to support this key checkpoint in the industry calendar, especially our headline partner Business Events Australia.

In these pages, we will shine a spotlight on all our winners and provide further insight into what it was that helped them stand out. Congratulations again to all the finalists, the highly commended and, of course, the winners!



Penny Lion
**Executive General
Manager, Events
Tourism Australia**

Business Events Australia is pleased to support the C&IT Awards for the second year running. Although we're not able to celebrate your achievements with you in person, we hope you enjoyed the little moments of Australia offered throughout the virtual event. With the challenges facing our industry around the world, it's even more important to acknowledge the great things of which our industry is capable. May the creativity and ingenuity on show among this year's nominees and winners serve to give us hope for our resilience as an industry and for better times to come.

Automotive Event of the Year

Winner

Ignition – Toyota GR Yaris Launch Event for Toyota Motor Europe



Judges' comments

“The event team met the objectives, showing great social media reach and positive evaluations.”

“Challenges were managed well and still resulted in successful delivery of the event.”

“Feedback from the client was very good.”

Toyota wanted to clearly communicate the link between its new GR Yaris model and the world of motorsport, positioning it as a rally car for the road. As a long-standing supplier of event services to Toyota Europe, Ignition was asked to support the launch in Europe with an exciting experiential event for automotive social influencers, automotive press and senior Toyota personnel.

After the new model's unveiling at the Rally of Australia was cancelled due to wildfires, the European event became the first opportunity for anyone to set eyes on and experience the car. Taking place at the Estoril racing circuit in Spain, the launch event spanned two weeks from mid-December until just before Christmas. Activities included circuit drives for every guest alongside an experienced instructor, the opportunity to experience a rally circuit with a top-ranking rally driver, and a simulated race with three cars going head to head around the track – carefully choreographed so danger was minimised.

The event left European management, press and social influencers motivated and enthusiastic for the product. On social media there were 115,000 video views, 5.1 million impressions and 205,000 Instagram likes. Attendees scored the event an average 9.7 out of 10 for organisation and 4.9 out of five for content.



Highly commended

Noble Events – Recharge for Volvo Car UK

Finalist

Ignition – Renault Icons for Life for Groupe Renault UK

Pharma and Healthcare Event of the Year

Winner

Royal College of Obstetricians and Gynaecologists, Rapiergroup and ExCeL London – RCOG World Congress 2019



Judges' comments

“Excellent use of mixed media throughout the event.”

“The social media statistics and increased attendee numbers clearly showed that they had achieved their objective.”

“Great to see how the digital offering was implemented to maximise opportunities, and also great to see the host city being used for additional engagement opportunities.”

The 2019 edition of the RCOG World Congress, which brings together thousands of practitioners and specialists, was hosted at ExCeL London. It was the biggest ever, with 4,000 delegates attending, representing an uplift in delegate numbers of more than 79 per cent, compared to when the event was hosted in Birmingham in 2016.

RCOG’s mission is to improve healthcare for women everywhere, by setting standards for clinical practice, providing doctors with training and lifelong learning, and advocating for women’s healthcare worldwide.

In conjunction with specialist society partners, RCOG pulled together a 100-strong speaker programme of world-leading practitioners, researchers and commentators from world-class university hospitals across the UK and further afield.

A record number of abstracts were submitted and the voices of 19 women with lived experience were heard, reinforcing RCOG’s commitment to champion the best in women’s healthcare, as well as equipping doctors to do the best job possible for women.

Pre-marketing had a greater focus on segmentation and personalisation, and new promotional content was created including video content, speaker profiles, tourist information and travel guides. Leveraging London and its offering was an important part of the Congress’ success. This was underpinned by focused and thorough marketing campaigns that made RCOG World Congress the UK’s leading event for obstetricians and gynaecologists.

Finance and Professional Services Event of the Year

Winner

Brands at Work – The Retreat for Deloitte



Judges' comments

"The event hit the brief completely while being sustainable and bold."

"An exceptional event with an incredible range of activities."

When Richard Houston was appointed chief executive of Deloitte UK in June 2019, Brands at Work was engaged to design and deliver a very different type of UK partner meeting. Houston wanted the event to reflect his new leadership style and spark the spirit of partnership, reversing the ratio of previous meetings that had been 30% social, 70% business.

With just a 12-week lead time, Brands at Work took an experience that had previously been held inside a conference venue and set it free. The event took place in a beautiful country estate and Deloitte partners were encouraged to invite a guest for the first time ever. A 2,000-seater dome hosted a family-style lunch, and keynotes were inspired by promenade theatre. Guests created their own journeys, taking part in an extensive programme of elective sessions from mindful meditation to Lindy Hop dancing, sushi-rolling and even Land Rover off-roading. Sessions took place within a mini village of themed super-cool structures and pop-up pavilions built around the lake.

The Retreat redefined expectations of how a finance and professional services meeting should look and feel. The event was rated excellent or very good by 95 per cent of respondents.

Finalists

Cheerful Twentyfirst – General Partners
Meeting 2020 for White & Case
ExCeL London – RCOG World Congress 2019 at
ExCeL London for Royal College of Obstetricians
and Gynaecologists, Rapiergroup and ExCeL
London
Broadsword Event House – Global Graduate
Induction for HSBC
Brandfuel – BlackRock Global Summit 2020 for
BlackRock
Barclays – New Frontiers 2019: Transforming
lives and industries

Manufacturing and Industrial Event of the Year

Winner

Brandfuel – The Art Of Possible – From Well to Wheel for Aramco



Judges' comments

“An incredible achievement – it’s clear that the investment in research paid off.”

“An absolutely captivating entry. It was clear from the start that the objectives set out by the client were completely taken on-board.”

“A creative and innovative event that exceeded expectations.”

Aramco, the world’s largest oil company, holds a networking reception for world leaders and VIPs in the energy and finance industries during the World Economic Forum in Davos. This year the challenge was to align the event and communications with the WEF2020 theme of “Stakeholders for a Cohesive and Sustainable World”.

The oil giant wanted to show its guests how it is leading the charge in sustainability when it comes to efficient low-carbon energy production. Brandfuel created a narrative titled “From Well to Wheel”, an exhibition experience demonstrating the use of world-leading technology and innovation across the oil production process.

The journey started by virtually immersing guests 5,000 feet down into the world’s largest onshore oilfield. Guests saw how an Aramco employee found an amazing use for the waste products from date palms in the drilling process. The story concluded with a transparent car, demonstrating how Aramco’s Detroit research facility is challenging the whole motor industry to rethink the combustion engine, by enhancing fuel efficiency and pioneering mobile carbon capture technology.

Through hi-tech immersive storytelling and clever use of technology, Brandfuel highlighted Aramco’s leadership in sustainability and carbon capture to energy ministers, royalty and global VVIP guests. The two-hour drinks reception, which included the exhibition experience, also featured a keynote speech from chief executive Amin Nasser.

Technology and Telecoms Event of the Year

Winner

Smyle – Samsung EU Forum for Samsung



Judges' comments

“An incredibly intricate event with such a high level of attention to detail throughout. Some brilliant innovation and fantastic feedback.”

“The stand-out entry. The detail and thought that went into the event was such a high standard.”

“Stunning execution, with really great finish and design, reflective of the product range and the brand.”

Samsung wanted to activate its brand in new and inspiring ways, positioning itself as a future-ready leader to a global audience across four events at Malta's Mediterranean Conference Centre. Smyle came up with an amazing spectrum of fully integrated brand activations and digitally-led experiences, bringing every aspect of the event to life for participants.

Spaces allowing visitors to interact with Samsung technology included a dynamic workplace for visitors to catch up on emails, Third Place Landscape, which represented a park environment with trees, grass and park furniture. An ambient park soundscape activated as guests walked past, demonstrating the quality of noise cancellation across a range of Samsung and AKG headsets. A music room allowed delegates to relax and access live video content, while in the Smartthings Experience Zone guests could have meetings around a ping pong table with Samsung Flip screen available for presentations, changed instantly to UV ping pong at the flip of a button.

Post-event feedback was fantastic, with 91 per cent of event survey respondents reporting that the EU Forum was a good use of their time, 91 per cent agreeing that it helped them to build relationships with their sales partners, and 94 per cent saying they learned more about products when they interacted with them. One hundred per cent said on-site communication had been excellent. Samsung reported that partners and employees expected to do more business together as a result of the Forum, which was deemed to have lasting valuable brand impact.

Finalist

Gramafilm – Playtime 2019 for Google Play

Consumer and Media Event of the Year

Winner

Cheerful Twentyfirst – Journal House at Cannes Lions for The Wall Street Journal



Judges' comments

“There is clearly a lot of attention to detail here and hard work in producing an event and brand space that screams Wall Street Journal.”

“The branding and design here is eye-catching.”

“If you can’t find a venue, why not build one? An excellent event and brand space delivery.”

Despite an increasingly digital business model, *The Wall Street Journal* wanted a tangible presence at Cannes Lions 2019. The annual gathering of the international advertising and creative communications industry in the South of France was identified as the perfect opportunity to reconnect with the global chief marketing officer community.

In response, Cheerful Twentyfirst developed Journal House, a communications playground for Cannes creatives. Built in one of the most picturesque locations in Cannes, the prestigious two-storey beach house was a vibrant communications hub for the brand.

Journal House was full of activity, from panel discussions, meetings and dining experiences to parties and wellbeing experiences. There was even a play by the National Theatre. The WSJ events were standouts at Cannes and CMO guests were able to recharge, reconnect and relax. The layout and contents of Journal House facilitated insightful discussions and productive meetings.

The venue was highly visible thanks to four huge WSJ windsocks, and a subtle current of WSJ branding flowed throughout the build, from neon logos and WSJ napkins to branded cushions. A flexible build allowed the layout to change daily to accommodate a variety of events, including a party space hosting a gig by star DJ Mark Ronson.

Over five days Journal House saw a footfall of more than 2,000. The event generated significant revenue through sponsorships and attendees, and also garnered appreciative press coverage. Digiday.com named it the “Best Brand Space” at the festival.

Internal Communications Event of the Year

Winner

Barclays – Obsessed TV Live



Judges' comments

"A fresh and interesting format to reach attendees."

"A truly great way to showcase creative thinking and transform a traditional live event to a different yet engaging experience."

"A great way to engage staff by including them in the messaging."

Finalists

Cheerful Twentyfirst – Mars Wrigley employee event for Mars Wrigley

Alix Partners – Alix Partners 2019 global team meeting

Monroe Avenue Communications – The AA 2019 employee awards for The AA (The Automobile Association)

Barclays uses live events to communicate with colleagues but, with 40,000 employees, reaching them all is a challenge.

In September 2019, Barclays launched a new creative platform "Make Money Work for You". To support this launch, it created an internal communications event to engage with the entire Barclays UK colleague community.

With a limited budget, Barclays had to be innovative. It came up with Obsessed TV, a broadcast approach that provided a first glimpse of the new creative in advance of public launch. Obsessed TV also put Barclays' colleagues at the heart of what was delivered and disrupted the norm of the expected event.

A TV studio format was devised with four one-hour broadcasts conveying the message. This could be watched live or on catch-up. Barclays also produced an Event in a Box pack to make watch parties at 14 locations in the UK and India more of an event.

In a switch from the top-down communication approach, colleagues were encouraged to audition to be presenters. Bosses featured in a tongue-in-cheek teaser featuring bumbling attempts to audition for reality shows, and asking: "Can you help us take over Barclays UK?"

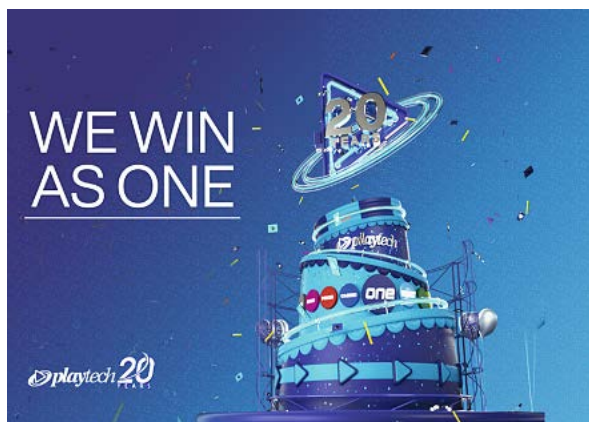
Ten presenters were chosen from more than 1,000 entries. They attended build day, were given presenter training and went on to interview Barclays' leaders for the event.

Engagement on the day was much higher than expected with 1,309 MySite interactions. The campaign had set an objective of reaching 9,000 colleagues, but in the event 12,000 tuned in live.

Team-Building Event of the Year

Winner

Brands at World – Culture Rave for Playtech



Judges' comments

"Adding dynamic movement and fun to an event that has potentially heavy information to deliver to its employees will have elevated the content by providing those that attended with lasting memories."

"Limited budget challenged creative thinking and this event was a brilliant outcome exceeding expectation."

"A creative approach to appreciating Playtech's four values."

Gaming technology firm Playtech needed to merge groups of staff from three recently acquired companies, all with very different workplace cultures, into one office. As a result there was an increase in siloed working across different business areas, and Playtech employees, known as Playees, showed a low awareness of the company's four cultural values – Integrity, Innovation, Excellence and Performance.

The Playtech UK leadership team engaged Brands at Work in December 2019, to unite its people in a cultural team-building experience. The objective was to immerse more than 300 Playees in the desired "one company culture", by bringing the four cultural values to life in imaginative ways.

Lucy Owen, commercial director and UK site operations, Playtech, praised Brands at Work's Culture Rave event, which was pulled together with very limited budget, constantly changing requirements, uncertainties and a very tight deadline.

"They supported us with the highest level of professionalism, creativity and seamless support. The response from our staff was overwhelming. Everyone was engaged, enthusiastic and united by our shared vision, ambition and values," she said.

Finalists

Alix Partners – Alix Partners Battle of the Bands
Blue Hat Teambuilding – Interactive Hybrid
Customer Pub Quiz Events

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Making sustainable travel choices has never been more important.
Eurostar makes it easy for event planners to do just that

At a time when focus is firmly on sustainable travel, how can event planners ensure they're doing the right thing for their delegates and the planet? Travelling by train is one of the most environmentally friendly ways of crossing borders, aside from walking or cycling. Eurostar is on a mission to change attitudes to short-haul travel, one train at a time. Which is why its new direct return service from the Netherlands to London offers the perfect way for planners to reduce their event's overall carbon footprint before they've even got to their destination of choice.

The new route transforms the link between London and Rotterdam/Amsterdam, offering the most sustainable - and hassle-free - form of travel between the cities, with a journey between London and Amsterdam resulting in 80% less carbon per passenger than the equivalent flight. Add to that the fact that a Eurostar journey between London and Paris emits up to 90% less carbon emissions compared with flying and you have a very



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compelling reason to choose the train when travelling as a group for your event, conference or incentive trip.

Sustainable on-board experiences

As well as offering impressive eco-friendly journeys, Eurostar provides planners with the opportunity to rediscover the beauty of rail travel through its bespoke onboard experiences. Start an event before even leaving the station by booking an exclusive carriage and treating guests to a dedicated experience, hosted by an expert and tailored to entertain in comfort and style.

Many different themes are available, inspired by Eurostar's most popular destinations, from food and drink, fashion and beauty, to arts and culture. Sustainability is also at the forefront of these experiences, with every meal created with responsible sourcing in mind - fresh, seasonal GM-free produce, Fairtrade or organic wherever possible.

There's really no more sustainable, enjoyable way to travel for MICE groups than Eurostar.

Incentive Event of the Year

Sponsored by Eurostar

Winner

Ulterior Events & Outbound – HPE Storage Channel Cup 2019 for Hewlett Packard Enterprises



Judges' comments

“Extremely well targeted in terms of the proposition that was being incentivised and the target audience.”

“Good use of marketing literature, and branding was consistent throughout from invite to execution.”

Highly commended

Veritas Technologies with Enterprise Events Group, InVision Communications & Fourth Dimension Italy – Club VIP for Veritas Technologies LLC

Finalist

Penguins Events – Worcester Bosch accredited installer customer loyalty conference for Worcester Bosch

Hewlett Packard Enterprises sells its products via a network of channel partners, resellers and distributors. Engaging this community and ensuring it promotes HPE products over its competitors is the core focus of the channel marketing team, which enlisted channel specialist Outbound to help drive competition within this network.

Outbound partnered with Ulterior Events, which creates unique ideas to make incentive events once-in-a-lifetime experiences. Outbound has worked with HPE for more than 20 years, delivering integrated marketing campaigns and digital experiences to the IT channel. It has partnered with Ulterior since 2015.

Knowing the youthful, male-slanted demographic of the target market, Outbound devised The Storage Cup, an inter-partner incentive to incentivise the whole of the channel to get behind a new storage product proposition over the three-month promotional period.

Resellers and distributors were placed in four leagues and won points for a number of achievements, including sales, pipeline and website interactions. HPE's own sales teams also took part to ensure they bought into the campaign.

The incentive exceeded all expectations, with an overall ROI of 73:1 on pipeline and 30:1 on closed sales. Thirteen winners were rewarded with a three-day, once-in-a-lifetime trip to New York including a tour of the city with an active NYPD homicide detective, and a hot ticket to the New York Yankees' season-ending game at Yankee Stadium.

Celebratory Event of the Year

Winner

Top Banana – PI&R Celebration 2019 for Premier Inn & Whitbread Restaurants



Judges' comments

"A creative, inclusive and highly complicated event which seems to have been executed impeccably with great feedback from the client."

"The inclusion and sustainability aspects were well thought out."

"The message 'Force for Good' was clearly at the forefront of the creative and met the client objectives through and through."

Finalist

**Alive Events Agency – AHA NSW Awards
for Excellence 2019 for Australian Hotels
Association NSW (AHA NSW)**

PI&R Celebration is a recognition event for 5,000 Premier Inn & Restaurants employees. The brand wanted to introduce a content element focused on the three pillars of its internal CSR programme, Force For Good – Opportunity, Community and Responsibility.

Top Banana built the event, held over an afternoon and evening at Farnborough International Centre, with sustainability and inclusivity in mind. Gender neutral language and facilities, disabled access and responsible sourcing were key elements.

An inspiring programme of content was hosted by TV's Rylan, focusing on why everyone in the business should be a Force for Good. Guest appearances from partners of PI&R brought the CSR vision to life. A performance from the Derwen on Tour choir of people with Down's Syndrome highlighted the way PI&R provides work opportunities for everyone, while a teenage outpatient who had spent time on the Premier Inn ward at Great Ormond Street Children's Hospital told the audience how PI&R's contribution had improved her experience. Employees were recognised throughout the afternoon with a series of awards and surprise videos of winners' families and friends. An evening of celebration featured street food, a fairground and a music concert with an impressive line-up – Pixie Lott, Craig David and Pete Tong.

Following the event 90 per cent of guests said they could identify with the Force For Good messaging and felt empowered to be a Force For Good. Simon Ewins, Premier Inn's managing director, said the event far exceeded expectations.

Best Hotel

Winner

Triggerfish – Pennyhill Park, Exclusive Collection



Judges' comments

“The hotel has had a stand-out year for MICE groups and is leading the way in new packages and its overall offering to the MICE industry.”

“I was impressed by the steps that the hotel has taken following the Covid-19 pandemic.”

“I was very impressed on how the Ops team added value to events.”

Pennyhill Park, part of Exclusive Collection, is a flagship luxury five-star hotel in Surrey, known as the City’s outpost for conferences and events. The hotel, home to Michelin-starred dining, world-class team building activities and conference facilities, celebrates 40 years as an independent family run business in 2021.

Pennyhill Park has garnered a reputation as a landmark business venue, with 20 meeting rooms, many featuring garden terraces and private entrances, a business centre, and exclusive use available, alongside outstanding customer service. In 2019, the hotel hosted 450 conferences, welcoming more than 16,000 day and residential delegates. Year on year, Pennyhill Park has exceeded its meetings and events revenue by 11.02%, with targets exceeded in January, February, May, June and September in 2019.

With the introduction of BVA BDRC’s VenueVerdict last year, Pennyhill Park achieved the highest score – Gold Standard Accreditation. The hotel has introduced sustainability initiatives in place around utilities, waste, plastics, paper, food, estates, people and transport.

The events team reacted quickly to the aftermath of Covid-19, implementing new hygiene protocols and regimes and social distancing but maintaining the hotel’s personable atmosphere. New post-Covid meeting packages will be available once events are given the green light to resume, designed for teams of 10 and encouraging organisations to meet in a safe and low-footfall environment.



READY AND WAITING TO WELCOME YOU BACK

We have always been proud to be a place that brings people from all over the world together. A home, purpose-built for making connections, where people make friends, collaborate on ideas and collectively share in an unrivalled event experience.

What events look like may have changed, but how they feel, and the impact they have, doesn't have to. We are here to help you find new ways of connecting, so you can continue to inspire delegates and create shared experiences, while navigating new social norms.

We're looking forward to welcoming the world back to The CCD soon.

UNTIL WE MEET AGAIN



Keep in touch, call us on **+353 1 856 0000**, email sales@theccd.ie or visit www.theccd.ie.

Conference of the Year

Sponsored by the Convention Centre Dublin

Winner

Gramafilm – Playtime 2019 for Google Play



Judges' comments

"Creative ideas for bringing products to life and thought-provoking sustainability concepts."

"The innovation on show here in the event delivery and production is exceptional."

Finalists

The Business Narrative – ODI Summit 2019 for

The Open Data Institute

Brandfuel – BlackRock Global Summit for

BlackRock

TAG – Epson Business Partner Conference 2019
for Epson

SevenEvents – UKI & Nordics Partner
Conference for Sophos

Private Drama Events – One Young World
Summit 2019 London for One Young World

Playtime is a vital annual gathering for top EMEA app and games developers to build community, exchange ideas and feel supported by Google. Playtime 2019 was Gramafilm's fourth year producing the conference, which invites developers to learn about Google innovations and how Google Play can help grow their businesses.

Neon and nature were used as core creative devices to reflect the conference's ideas of boldness and growth, while the theme of "multiplicity" was brought to life using patterns, refractions, layers and mirrors. Google's devices, apps and software were up front and centre at every opportunity.

The event took place in the industrial space of Amsterdam's SugarCity, and creative energy, technology and eco-friendly materials infused every detail. After receiving a badge made from seed paper, which they could plant after the conference, participants entered a dramatic, laser-lit corridor filled with smoke and mirrors. At the Playground they could socialise, eat, play games to win Google products and interact with bespoke installations.

Trees, hanging plants and gardens placed throughout the space were rented locally to avoid waste and wood used for building the stands, stage and demonstration areas was later repurposed. Where possible, materials had been upcycled.

More than 650 people from 379 companies in 39 countries joined Playtime 2019, giving an average rating of 4.6 out of 5. The event received five million impressions on social media. Ninety per cent of participants agreed that Google Play is invested in helping grow their businesses, and 81 per cent that innovations driven by Google Play will contribute to future business success.

MEETING NEW EXPECTATIONS

Le Meridien Cyberport,
Hong Kong

Marriott International has redefined processes and reimagined spaces to align with expert protocols on cleanliness. Meeting planners and their attendees will see key changes in their event experience at every stage through the planning process and on-site execution.

PLAN

Leverage our Connect with Confidence materials to review our Commitment to Clean initiatives, new meeting and event protocols and best practices from other events executed around the world. Arrange a virtual site inspection with the hotel and consult with their designated Cleanliness Champion.

BOOK

Work with our team to develop a customized plan to meet your specific needs. Easily book our new innovative solutions with our hotels and partners. Finalize the details of your event, including expected social distancing practices for attendees; contactless registration; virtual/live hybrid meeting solutions; and food & beverage offerings.

MEET

Experience the “new normal” for meetings and events. On-site registration conducted at multiple desks with space for queueing. Where available, utilize contactless services through our Marriott Bonvoy™ or Meetings Services app. Room sets reinforce social distancing. AV equipment sanitized between uses. Breaks and food and beverage stations are separated for each event.



Commitment to Clean



Contact Lite Experience



Hybrid Meetings



Physical Distancing



Redesigned Food & Beverage

For more information, visit marriottbonvoyevents.com

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TRIBUTE
PORTFOLIO

GAYLORD HOTELS

COURTYARD

FOUR
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BY MARRIOTT INTERNATIONAL

Best Events Destination

Sponsored by Marriott Luxury

Winner ConferenceLeeds



Judges' comments

“Leeds has not stood still and has used the lockdown to bring together resources across the city with new branding and positioning.”

“The city is hosting considerably more events than the national average.”

“Leeds, as the UK’s third largest city, is growing into a popular events destination.”

Leeds has taken great pride in working harder than ever before to ease the difficulties event organisers and their delegates are facing in the light of Covid-19, through enhanced communications, flexibility and adaptability.

Before lockdown, Leeds was set to have a year even better than the last. The city welcomed a number of new and returning pinnacle events, including the 19th annual British Association of Paediatric Endoscopic Surgeons scientific meeting, which brought more than 120 delegates to the city. A brand new conference, the National Hydrogen Summit at Cloth Hall Court and Leeds Civic Hall, brought together 260 delegates from industry, academia and politics.

The city has taken a resilient and adaptable approach to lockdown, using digital expertise to host many events that would have been cancelled, such as the UK’s largest tech event, Leeds Digital Festival. Despite the challenges faced, Leeds has also this year repositioned itself within the MICE industry, with a new website designed by ConferenceLeeds in consultation with partners, to showcase the city’s conferencing offering. A whole brand refresh showcases how organisers can connect with the city and experience the exceptional. A supporting toolkit is available for venues across the city to use, providing assets, copy and imagery to support their marketing and sales missions.

Best Venue

Winner

The Convention Centre Dublin



Judges' comments

"This venue is a huge contributor to the events industry, both financially and through a strong sustainability policy."

"A great ambassador for the city of Dublin and the country, as well as bringing in significant revenue to the economy."

"An impressive sustainability stance as well as creative and flexible spaces."

The Convention Centre Dublin was developed to provide a world-class conference venue in the heart of Ireland's capital city. The team at The CCD deliver exceptional customer service, displayed by customer satisfaction rates standing at above 99%. Thirty-five per cent of client events are counted as repeat business, with some, such as AirFinance, being held at the venue for eight years in a row. 2019 was a highly successful year for The CCD, which resulted in an increase in revenue of almost €3m over the previous year. In the past year, the venue has secured nearly 100 new and exciting high-profile clients, such as Mastercard and Microsoft, and held some impressive international conferences for the first time, including the Federation of European Neuroscience Societies, Worldcon and the International Headache Society Congress.

June 2019 to March 2020 saw some of the venue's busiest months with 145 events, 28 in November alone. Since June 2019, 52 international events have taken place at The CCD, which attracted more than 33,000 international conference delegates to Dublin, worth over €54m to the local economy.

As the world's first carbon-neutral constructed convention centre, The CCD is one of Europe's most environmentally friendly venues. In this period, The CCD maintained a recycling rate of 98%, showing a strong focus on sustainability within the business.

Finalists

ICC Belfast

QEII Centre

Abu Dhabi National Exhibition Centre (ADNEC)

Troxy London

Best MICE Team

Winner

Etc.venues Sales Team



Judges' comments

“Impressive team response to Covid.”

“The team showed creative thinking throughout a difficult time as well as commitment to the industry by supporting colleagues and clients.”

“The team at etc.venues has shown its ability to adapt, with great examples of joint efforts to create confidence in meetings and events.”

Etc.venues runs dedicated non-residential venues in London, Birmingham, Manchester and New York with a passion for design, tech and food. With venues forced to close in March 2020, the organisation decided to keep 15 of its sales team working from home full time, to ensure continuity of client relationships.

Known as “The Dream Team”, these committed individuals worked hard to bring confidence back into the meetings and event industry, working with the operational team to devise an “18-Point Plan” to support clients. Measures included deep cleaning, social distancing, creative catering and even the provision of bike racks, and aimed to inspire delegates rather than feeding a culture of fear.

The Dream Team remained optimistic about the future, supporting each other, the business, their colleagues and their wider communities through challenging times. By engaging with clients and partners and embracing technological solutions, online tools and 360 tours, the team has retained 500 key clients for autumn 2020 and successfully negotiated £12m worth of business for 2021. By thinking outside the box on how etc. venues’ space could be used, The Dream Team completed projects around office space, media, schools and sporting events, resulting in £2m of new business.

Best Use of Technology

Winner

Smyle – Samsung EU Forum for Samsung



Judges' comments

"It very clearly delivered its objectives and ROI for the client with amazing use of technology."

"A great example of not only utilising your own products for demo purposes but truly thinking about the delegate experience the whole way through and how tech can enhance it."

Highly commended

Cheerful Twentyfirst – General Partners Meeting 2020 for White & Case

Finalists

Ignition – Renault All-New Captur Live for Groupe Renault UK

2Heads Global Design – OrganizerHive @

MIPCOM Campaign for Reed MIDEM

Barclays – Game Technology Frenzy

Smyle aimed to bring Samsung's pioneering portfolio to life for an audience of staff and retail partners from multiple global locations, through a myriad of techniques and ideas. Every part of the journey was enhanced using intuitive technology.

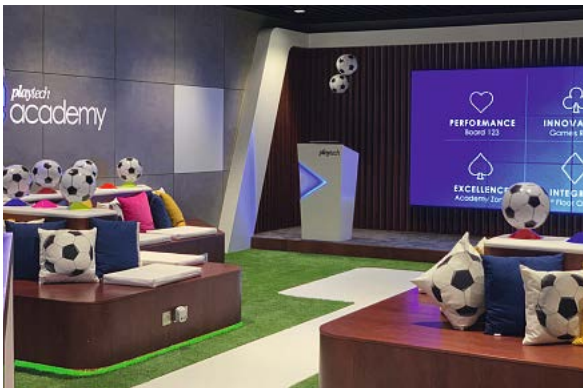
Samsung staff and retail partners from Europe, Russia, the Middle East and America attended events at Malta's Mediterranean Conference Centre. Their journey began with a bespoke registration site and animated GIF invites, while live event QR registration scanning on Samsung Galaxy S10 devices did away with queues and old-fashioned registration desks. Guests could check in digitally in 15 seconds simply by wafting their phone across a Samsung Galaxy S10 held by the brand ambassador.

Smyle worked closely with Samsung to create an event with far more product integration than ever before. Guests could get their coats cleaned at interactive cloakrooms using Samsung technology, with all coats bathed in a digital light wash of animated bubbles. An interactive digital signage solution dovetailed with vinyl floor graphics, while a Samsung app enabled experiences such as ordering drinks and bringing art work to life. Guests were given devices and headphones allowing them to access groups and information in their own language, while an immersive lounge, a live kitchen, an experience zone and other spaces gave attendees the chance to experience a wide range of products.

Best Use of Small Budget

Winner

Brands at World – Culture Rave for Playtech



Judges' comments

“Brands at Work really focused on spending their budget on employee engagement by using creative event activities. They were driven by objectives to be smart with a limited budget.”

“Great on all fronts. I really liked the strong focus on investing the budget in the employee experience.”

“The client’s brief to ensure a fun and engaging event despite budget limitations was met.”

With 6,000 staff in 23 global markets, Playtech provides cutting-edge technology to the online gaming industry and has enjoyed rapid acquisition-led growth in recent years.

During 2019, Playtech consolidated three of the companies it had acquired into one office. This mix of cultures led to an increase in siloed working and a low awareness of the company’s four cultural values among Playees (Playtech employees).

In December 2019, Brands at Work was brought in to produce an employee engagement event on a budget of just £50,000. The objective was to immerse more than 300 Playees in a “one company culture” that imaginatively summed up Playtech’s four cultural values of Integrity, Innovation, Excellence and Performance.

Brands at Work cost-effectively reskinned Playtech’s London offices to create a “culture rave” of curious, creative and playful values activations. Rooms were themed using budget-conscious props and materials, with content curated to appeal to a mostly millennial audience.

Rather than spending on external speakers, the event used a small group of business leaders as “values ambassadors”. They encouraged a mindset shift from “me” to “we” by communicating that Playees’ individual actions and behaviours could positively affect the culture of the company.

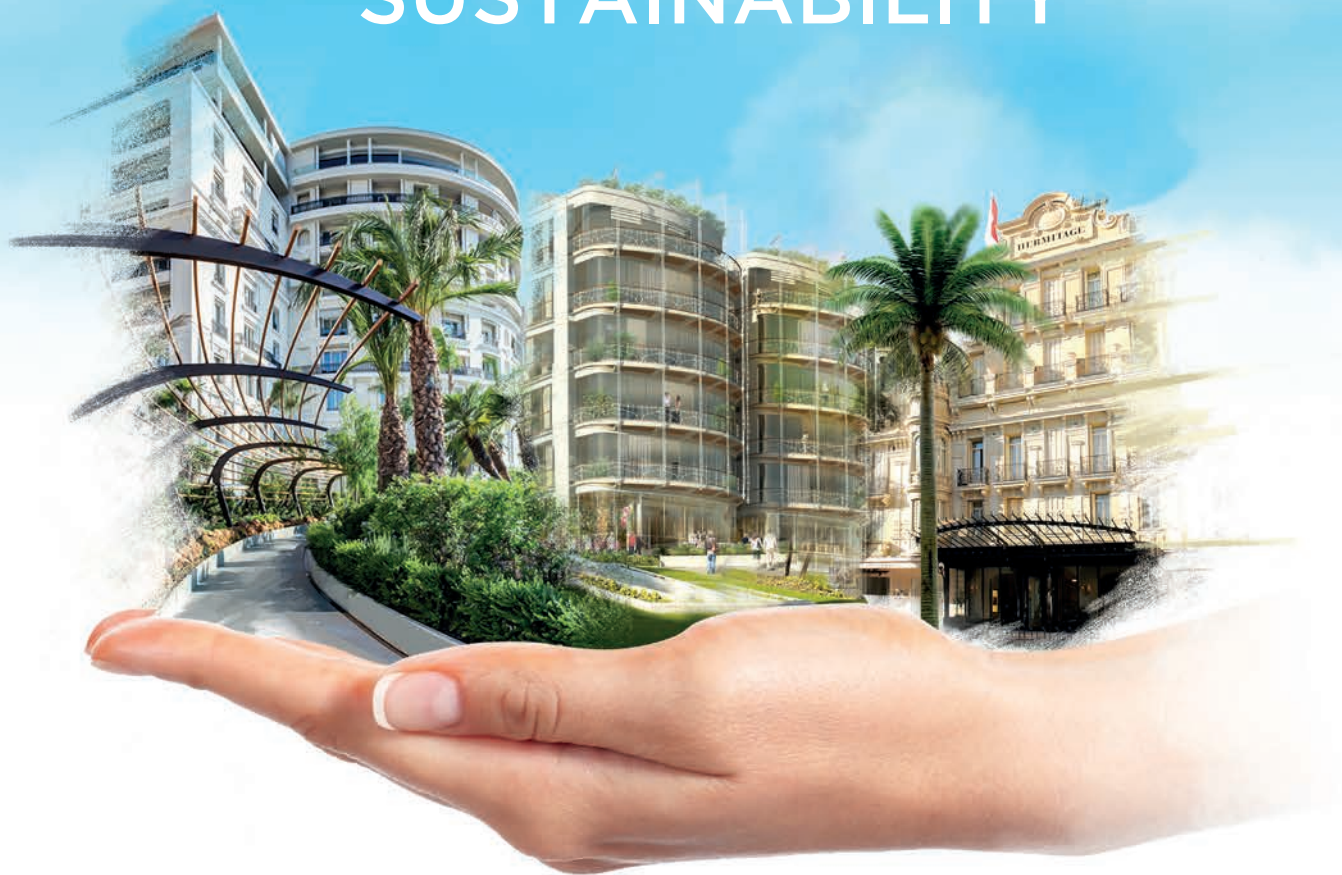
Finalists

TTA (The Turner Agency) – Shine Connect for
Shine Cancer Support
Events R Talented

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Best Sustainable Initiative

Sponsored by Monte-Carlo Société des Bains de Mer

Winner

Egi:live communication – Changing the World for easyJet



Judges' comments

“Clearly nothing has been missed and everything is of the highest quality and finish, and yet still 100 per cent sustainable – an amazing feat.”

“Creative and innovative, this entry definitely went above and beyond the norm to create a visual but completely sustainable stand.”

On 19 November 2019 easyJet announced that it would offset carbon emissions from the fuel used for every flight across its network as part of an ongoing commitment to reduce carbon emissions. Egi:live communication was asked to design and build an impactful space at the 2020 Business Travel Show that supported this ongoing commitment.

Historically most of the standard materials – man-made synthetic carpets, vinyl wraps, petrol-based ink and adhesives – used by the exhibition industry end up in landfill. Give-aways, single-use catering and printed materials also significantly add to the waste generated. On receiving the brief, egi:live communication undertook to design and build a stand that was 100 per cent sustainable, involving every element of the process from brief to design, and from build to delivery, recycling and storage.

This was the first time that the overall stand's carbon footprint was brought to the forefront of the process. While maintaining a reputation for eye-catching and engaging exhibition stands, 100 per cent of the core elements were reused or recycled.

Highly commended

Brands at Work – Pharma Live 2020 for Novartis

Finalists

Barclays – Creative Horizons

Cheerful Twentyfirst – The Pavilion for BBC Studios

Marble LDN – Absolut Trash at London Fashion

Week for John Doe Communications/Absolut

Brandfuel – WEF Promenade 84 A for Google

Best Brand Amplification

Winner

2Heads Global Design – Airbus Social Media Recruitment and Visibility Campaign – Gamescom 2019 for Airbus



Judges' comments

"This was a great entry with very creative concepts, strong ideas and story development, which really brought the event together. It really was a clear winner in this category."

"An excellent return on objectives, with the social media statistics and the engagement."

Finalist

**Cheerful Twentyfirst – Journal House at Cannes
Lions for The Wall Street Journal**

2Heads' challenge was to take non-gaming client Airbus to the world's largest gaming event, and showcase the brand to bright young visitors as the employer of choice for IT and digital roles. Committed to inclusivity, the organisation wanted to promote career opportunities to all genders and ethnicities. 2Heads had to create a comprehensive story around Airbus's presence in a way that was not seen as overly corporate by a savvy audience.

Modern, unintimidating, industrial architecture created a look and feel that was raw, but inviting. Visitors were invited to battle Airbus-sponsored all-female gaming team "Out of the Blue", while a memorable and exciting show cemented Airbus' reputation. There was a live robotics programming experience and coding competitions, a non-stop livestream event on Twitch that attracted 2,640 visitors, and interested visitors were encouraged to explore Airbus' engineering through the HoloLens Demo. 2Heads created the #LEVELUP campaign to support the event through social media and branding.

The event was an unqualified success. The Airbus environment attracted more than 36,000 visitors over the four-day event with 3,000 direct interactions in the gaming or tech demos. During the event, the campaign saw 11,300 social media interactions, with more than 1.6 million online impressions. The tournament was fully booked despite a 250% increase in slots. The campaign was successfully repeated at Madrid Gaming week in November 2019 and is also planned to be used at Gamescom 2021. Airbus benefited from a substantial increase in job applications and sign-ups to Airbus Careers.

Creative Solution to Coronavirus

Winner

Gramafilm – Android Developer Challenge for Android



Judges' comments

"The clear and strategic thinking behind every step was visible throughout."

"Creating something tangible at a time when everyone is turning to digital was such a creative and effective concept."

Highly commended

IMEX Group for PlanetIMEX

Audience for Audience Agency Response to Coronavirus

Finalists

Edinburgh International Conference Centre (EICC) for Make it Edinburgh Live. Hybrid Events by EICC

Brandfuel – BlackRock Annual Summit for Blackrock

VisitBritain for VisitBritain – Open Letter of Support to the events community

In 2019, Google invited Gramafilm to create two films about the Android Developer Challenge, a competition for app developers making helpful innovations. Winning submissions would receive product support and have their stories showcased at the 2020 Google I/O conference in Mountain View, California. But halfway through the project, the Covid-19 pandemic hit and the conference was cancelled.

Overnight, Gramafilm pivoted to create physical and digital content that captured the ADC spirit. Leading illustrators, journalists and designers working remotely in five different time zones produced an eye-catching zine about the winning apps and the ADC program, as well as Android's machine learning tools and technology. For the winners and select influencers, the live showcase was recreated with branded boxes, featuring the zine along with bespoke, collectable items to enhance each story.

As well as a launch film, Gramafilm created two showcase films by sending recording equipment to developers in the Democratic Republic of the Congo and Germany, capturing their interviews via Google Hangouts. ADC winners also received design and marketing support for their apps.

A microsite for the launch film, animated interviews and a digital version of the zine reached a much wider audience. The launch film received seven million views within two weeks and the winning apps were downloaded over 4,000 times. More than 500 print copies of the magazine were sent to 52 countries and 85 boxes arrived in 29 countries, inspiring unboxing posts across social media driven by clear hashtags and call to action messaging.

Humanitarian Response to Coronavirus

Winner

ExCeL London – NHS Nightingale Hospital at ExCeL London



Judges' comments

“An awe-inspiring project, which makes the entire events industry proud of what they were able to achieve in such a short time as part of a national emergency.”

“Showed real versatility of the venue and skillset within the workforce to achieve this.”

“An amazing story and of importance to the whole country.”

Highly commended

InterContinental Hotels Group – Supporting the Vulnerable in times of need

The ExCeL London team takes enormous pride in the versatility of the building. But never has its versatility been tested in quite the way it was during the response to the coronavirus crisis. At the end of March, in just nine days, ExCeL was transformed into a hospital that could care for 4,000 patients.

ExCeL was to be the first of numerous Nightingale hospitals, setting the blueprint for facilities that would be built in other venues. As the country went into lockdown to suppress the spread of Covid-19, hundreds of NHS staff, army personnel and private contractors joined ExCeL staff to construct a temporary hospital that would be available to the NHS should existing hospitals in the capital become overwhelmed.

ExCeL's halls, which just weeks before were hosting conferences and exhibitions, were converted into a hospital initially equipped with 500 beds, complete with ventilators, oxygen feeds, sinks and IT facilities. Completed in such a short period of time, it was described by HRH the Prince of Wales, who formally opened the hospital, as a “spectacular and almost unbelievable feat of work in every sense”.

This was an enormously complex project and one in which the NHS left no stone unturned, ensuring medical care provided at ExCeL was second-to-none. Thankfully, the hospital was only needed for a month, buying the NHS enough time to add capacity in intensive care units at its purpose-built hospitals. The first patient was admitted on 7 April and the last patient discharged on 8 May. The hospital then went into standby mode.

But April 2020 will be remembered as the month in which lives were saved under ExCeL's roof.

A-Lister of the Year

Winner

Richard Shacklock, Head of Event Operations, NYS



Richard Shadlock is known by his colleagues at NYS as “the font of all knowledge”, because of the library of information he has garnered over his five years at the agency. Richard’s passion, his caring approach and his infectious spirit means he is always looking for the best solution to any given brief, question or challenge.

During Richard’s time leading the events team, he has achieved record year-on-year revenue growth of more than 34%, as well as an all-time low for staff turnover. He has significantly contributed to some great wins including Rolls-Royce, Virgin Media and Mercedes-Benz, with a collective value of more than £5m.

Richard has driven efficiencies across the team by restructuring the department and implementing a more effective, standardised way of working across all five offices and both event brands (NYS and Capita Travel and Events). In 2019, he was responsible for the effective running of more than 275 events, the building of 46 delegate registration websites, more than 27,000 event invites, 24 apps and the effective management of a team of 33.

“Richard displays incomparable emotional intelligence and can adapt his approach as required,” Caroline Medcalf, NYS director of events, says. “He is a change leader, with the ability to influence and enthuse others in order to build a solid platform for change. He has a unique ability to be able to lead this team through every triumph and challenge, whilst keeping the outlook positive and focused for the benefit of the solution, and ultimately our customers.”



Highly commended

Sarah Potts, BI WORLDWIDE

Finalists

Danni Gunn, C2events

Tom Bryant, GOTO Events

Alexandra Kinman, Pelorus Agency

Indre Longmore, TFI Group

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BUSINESS EVENTS
AUSTRALIA

Agency of the Year – Global

Sponsored by Business Events Australia

Winner INVNT



Judges' comments

"INVNT positions itself in a very exciting way. It showcases its competency in merging the live and digital event world."

"INVNT represents the new era of the creative and diverse event agencies."

"INVNT clearly believes its workforce to be its biggest asset and highlights this through its engagement and incentives of its people."

Founded in 2008, INVNT's vision is to be the best global live brand storytelling agency in the world. The agency employs more than 100 full-time "INVNTrs", operating across eight offices in five countries and supported through a range of incentives, training programmes and flexible working initiatives.

In the past 12 months INVNT delivered more than 220 live physical and virtual events to an audience of millions, grew key accounts from local to global, and continued to expand its scope with clients the agency has worked with since it first launched.

INVNT has also welcomed a new chief executive in co-founder Kristina McCoobery, who will ensure the agency continues to deliver events that excite and unite physical and virtual audiences while at the same time providing clients with access to a broader suite of services through the newly launched [INVNT GROUP].

This new holding company comprises a portfolio of four complementary brand disciplines in brand strategy firm Folk Hero, creative culture consultancy Meaning, branded content studio HEVE, and INVNT. [INVNT GROUP] allows the agency to cluster specialist services around the needs of clients, working as an integrated team and offering clients consistency across platforms, audiences, and regions. With more strategic acquisitions and enhancements in the works, INVNT plans to evolve its offering accordingly.

Finalists

CWT Meetings & Events
2Heads Global Design

Barbican Conservatory

London's second biggest conservatory after Kew Gardens, the Conservatory is home to 2,000 species of tropical plants and can be hired for receptions of up to 650 and dinners of up to 280.

barbican



The City of London Corporation is the founder and principal funder of the Barbican Centre

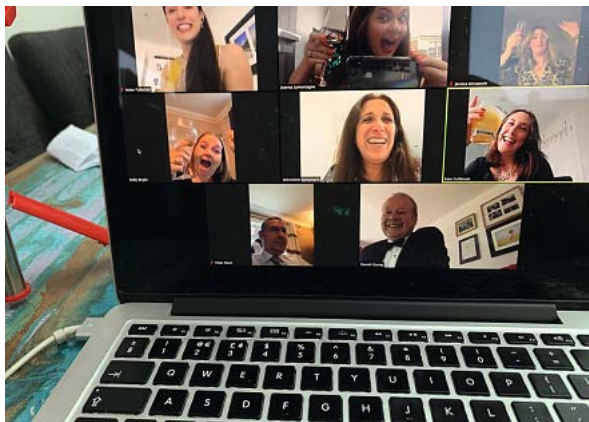
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Corporate Events Team of the Year

Sponsored by The Barbican

Winner

RBS In-House Events Team



Judges' comments

"The team came across as hardworking, dedicated and committed."

"The RBS team are clearly experienced when it comes to events and execution, which is great on its own, but the stand-out here is their elevation to a high-performing team with their additional work."

"Good teams and event planners can deliver events well – great teams go above and beyond to enhance their teams further and constantly improve. The team are clearly recognised by the wider business as a result."

The RBS Group in-house events team works out of London and Edinburgh and is made up of eight passionate event professionals with a collective 140 years of industry experience. The team is underpinned by a core set of behaviours – being brave, connected, critical thinkers, change ready, improvers, innovators and trusted advisors.

In 2019 the team undertook 14 projects to help improve practice, including benchmarking against other companies and measuring the success of events. Conclusions and learning from the projects were shared with each other through coaching sessions, mini workshops and in peer-to-peer learning. Results included the implementation of Zoom technology as a resource for events, leading to a virtual event approach adopted across 28% of 2019 events. Meanwhile cost-effective event planning workshops resulted in a 10% saving from total event budgets year on year.

Led by Peter Short, the team produces a wide range and style of flagship events across all brands, ranging from internal and external conferences and meetings, financial exhibitions, town halls, gala dinners and awards ceremonies. For example, the team had a one-month lead-time to produce Money Talks, a series of events for colleagues over one week in four cities, including finding venues, briefing and managing stakeholders and speakers, creating registration websites, arranging live broadcasts of the events and sourcing branded event collateral. It also organises the Living Our Values bank-wide recognition programme, culminating in the annual LOV awards.

Agency of the Year – UK

Winner Smyle



Judges' comments

"Smyle won due to its staff initiatives, sustainability and customer feedback."

"Impressive financial results, and impressive retention of clients and new-business wins."

"A particularly impressive response to Covid-19 – both internally as a business and externally in the ability to offer solutions to clients."

Smyle set ambitious financial targets for 2019-20 and smashed them, with record turnover achieved ahead of target from £26.7m in 2018 to £38m – a 43% increase. Smyle retained its top 10 clients and won a series of new clients including Uefa, World Bank, EE and Formula E. The agency has delivered 485 projects including 130 digital/virtual projects in 25 countries across five continents.

Over the year, Smyle introduced Vitality Essentials, a company-wide wellbeing solution, to all employees, and launched MySmyleJourney, a holistic view of career planning. Staff took charity days including the Climate Strike march and wildlife regeneration projects. The agency also supported International Women's Day campaign #BalanceForBetter and held body balance classes and mindfulness sessions.

The Planet Smyle team recently appointed a full-time Sustainability Lead to help drive the agency's recently launched 10-year plan, which aims to reduce impact and emissions across the business.

Since March 2020, Smyle has been hugely agile in its response to this year's pandemic. It accelerated the launch of new-business product BEYOND, virtual and hybrid events solutions. Wins have massively exceeded targets and amount to £9.5m of sales, with a further £25m in the current live pitch pipeline.

Highly commended

Brands at Work

Finalists

C2events

Brandfuel

SevenEvents

Grand Prix

Winner

Brands at Work – The Retreat for Deloitte

Calum Di Lieto, C&IT editor

“The content-driven experience in the country estate venue wowed attendees, their guests and our judges.”

When Richard Houston was appointed chief executive of Deloitte UK in June 2019, Brands at Work was engaged to design and deliver a very different type of UK partner meeting. Houston wanted the event to reflect his, and the executive's, new leadership style. He wanted it to reflect the firm's roots and its unique partnership, and celebrate its spirit.

For the first time ever, Deloitte partners were encouraged to invite a guest – resulting in a potential audience of 2,000. Also for the first time ever, the event took place in a beautiful country estate.

A 2,000-seater Dome hosted a family-style lunch and keynotes were inspired by promenade theatre. Around the lake Brands at Work built a mini village of super-cool structures and pop-up pavilions, each themed to host an extensive programme of elective sessions that were carefully curated to appeal to different tastes.

Guests created their own journeys, from mindful meditation and current affairs debates to digital demos, Lindy Hop dancing, laughing yoga, sushi-rolling and even Land Rover offroading. While all sessions were



dramatically different, they were all designed to spark the spirit of partnership.

With just a 12-week lead-time, the agency collaborated with executive-level stakeholders, Deloitte's social enterprises, charity partners and external sustainability advisors to deliver an incredible content-driven experience that reflected the firm's purpose – to make an impact that matters.

The Retreat achieved unprecedented success, in terms of feedback and ROI, and also because it redefined expectations of how a finance and professional services meeting should look and feel.

“It's not very often, if ever, that a C&IT Award entry gets a perfect score, but ‘The Retreat’ for Deloitte by Brands At Work did this and is therefore worthy of our Grand Prix prize this year,” C&IT editor Calum Di Lieto says. “And the event is not just ‘very different’ because of its unanimous scoring, the UK partner meeting was dubbed so because it redefined how such an event should look and feel. The content-driven experience in the country estate venue wowed attendees, their guests and our judges.”



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