

**EUROPEAN BEA 2011**  
**THE WINNERS**

**FIRST PRIZE**

***Surprise Catwalk***

Organizer: **Fieldwork**

Client: **The Salvation Army (Fretex)**

Event type: **Unconventional Event**

Country: **Norway 1**

**SECOND PRIZE**

***EDP 35th birthday – ‘Energia Douro Concert’***

Organizer: **Desafio Global Ativism**

Client: **EDP - Portuguese Electric Power Company**

Event type: **Celebration/Festivity**

Country: **Portugal 1**

**THIRD PRIZE**

***Škoda World Dealer Conference***

Organizer: **VOK DAMS**

**Agency for Events and Live-Marketing (da mettere su due righe)**

Client: **Škoda Auto**

Event type: **Congress/Convention**

Country: **Germany 1**

**AWARDS BY EVENT TYPE**

**BTOB EVENT**

**FIRST PRIZE**

***Geberit Top Meeting***

Organizer: **VOK DAMS**

**Agency for Events and Live-Marketing (da mettere su due righe)**

Client: **Geberit Vertriebs**

Country: **Germany 2**

**SECOND PRIZE**

***Falling in love in Italy***

Organizer: **Promoconvention - Gruppo Input**

Client: **Lavazza**

Country: **Italy 1**

**THIRD PRIZE**

***Hotpoint - The Movie***

Organizer: **K-events**

Client: **Indesit Company**

Country: **Italy 2**

## **CELEBRATION/FESTIVITY**

### **FIRST PRIZE**

***EDP 35th birthday - 'Energia Douro Concert'***

Organizer: **Desafio Global Ativism**

Client: **EDP - Portuguese Electric Power Company**

Country: **Portugal 2**

### **SECOND PRIZE**

***77MTA Celebrations***

Organizer: **WRG Creative Communication**

Client: **Qatargas**

Country: **United Kingdom 1**

## **CONGRESS/CONVENTION**

### **FIRST PRIZE**

***Škoda World Dealer Conference***

Organizer: **VOK DAMS**

Agency for Events and Live-Marketing (da mettere su due righe)

Client: **Škoda Auto**

Country: **Germany 3**

### **SECOND PRIZE**

***Horas con Telefónica***

Organizer: **Quum Comunicación**

Client: **Telefónica de España**

Country: **Spain 1**

## **CULTURAL EVENT**

### **FIRST PRIZE**

***Festivities of the Proclamation of Republic with Festival dos Oceanos***

Organizer: **Realizar Worldwide Events**

Client: **Associação de Turismo de Lisboa**

Country: **United Kingdom 2**

## **EVENT FOR NON PROFIT/SOCIAL ORGANIZATION**

### **FIRST PRIZE**

***Nederland helpt Japan***

Organizer: **Xsaga**

Client: **The Red Cross**

Country: **The Netherlands 1**

## **FAIR**

### **FIRST PRIZE**

***I am photokina***

Organizer: **Jung von Matt/relations GmbH**

Client: **Nikon Europe**

Country: **Germany 4**

## **INCENTIVE/TEAM BUILDING**

### **FIRST PRIZE**

***Coca Cola - RED Battle Of Execution***

Organizer: **Uppartner**

Client: **Coca Cola Portugal**

Country: **Portugal 3**

### **SECOND PRIZE**

***Reale***

Organizer: **Global Events**

Client: **Reale**

Country: **Spain 2**

## **INTERNAL COMPANY EVENT/COMPANY CONVENTION**

### **FIRST PRIZE**

***Strong Characters. Stronger Together. Senior Executive Convention 2011.***

Organizer: **Circ GmbH & Co. kg**

Client: **Continental AG**

Country: **Germany 5**

### **SECOND PRIZE**

***HMI JAT 2011***

Organizer: **Hagen Invent GmbH & Co.**

Client: **Ergo Lebensversicherung AG**

Country: **Germany 6**

### **THIRD PRIZE**

***5th anniversary of Metinvest***

Organizer: **K-events**

Client: **Metinvest Group**

Country: **Italy 3**

## **MUSICAL EVENT**

### **FIRST PRIZE**

***EDP 35th birthday - 'Energia Douro Concert'***

Organizer: **Desafio Global Ativism**

Client: **EDP - Portuguese Electric Power Company**

Country: **Portugal 4**

## **PRODUCT/SERVICE LAUNCH**

### **FIRST PRIZE**

***Pavillon 21 MINI Opera Space***

Organizer: **Metzler : Vater GmbH**

Client: **MINI (BMW Group)**

Country: **Germany 7**

## **SECOND PRIZE**

### ***E-Postbrief Launch Events***

Organizer: **Uniplan GmbH & Co.**

Client: **Deutsche Post DHL**

Country: **Germany 8**

## **THIRD PRIZE**

### ***Škoda World Dealer Conference***

Organizer: **VOK DAMS**

Agency for Events and Live-Marketing (da mettere su due righe)

Client: **Škoda Auto**

Country: **Germany 9**

## **PUBLIC EVENT**

### **FIRST PRIZE**

#### ***Picnic in the biggest urban farm***

Organizer: **Realizar Worldwide Events**

Client: **Continente Sonae**

Country: **United Kingdom 3**

## **SECOND PRIZE**

### ***EDP 35th birthday – ‘Energia Douro Concert’***

Organizer: **Desafio Global Activism**

Client: **EDP - Portuguese Electric Power Company**

Country: **Portugal 5**

## **THIRD PRIZE**

### ***Lavazza - The Official Coffee of Wimbledon***

Organizer: **Promoconvention - Gruppo Input**

Client: **Lavazza**

Country: **Italy 4**

## **ROADSHOW**

### **FIRST PRIZE**

#### ***UEFA Champions League Trophy Tour 2010 presented by UniCredit***

Organizer: **ajoint. communication GmbH**

Client: **UniCredit Group**

Country: **Germany 10**

## **SECOND PRIZE**

### ***TGV's 30th Birthday***

Organizer: **\Auditoire**

Client: **SNCF - Société Nationale des Chemins de Fer**

Country: **France 1**

## **THIRD PRIZE**

### ***DICOM's road show for Iniativa BMW***

Organizer: **DICOM**

Client: **Iniativa BMW**

Country: **Spain 3**

**UNCONVENTIONAL EVENT**

**FIRST PRIZE**

***Tramp a Benz***

Organizer: **Jung von Matt /relations GmbH**

Client: **Daimler AG**

Country: **Germany 11**

**WEB EVENT/MEDIA EVENT**

**FIRST PRIZE**

***Tramp a Benz***

Organizer: **Jung von Matt /relations GmbH**

Client: **Daimler AG**

Country: **Germany 12**

**AWARDS BY TECHNICAL EXCELLENCE**

**AUDIO/VIDEO/LIGHTING PRODUCTION**

**FIRST PRIZE**

***AFC Asian Cup Qatar 2011 Opening Show***

Organizer: **\Auditoire**

Client: **QLOC (Qatar Local Organizing Committee)**

Country: **France 2**

**SECOND PRIZE**

***Technology and value creation. The future is in your hands.***

Organizer: **SCP. Sistemas de Comunicación Puntual**

Client: **Repsol - Executive Marketing Department Europe**

Country: **Spain 4**

**THIRD PRIZE**

***'MMA celebrates its employees'***

Organizer: **Denis&Co**

Client: **MMA**

Country: **France 3**

**CREATIVE IDEA**

**FIRST PRIZE**

***Unilever's Innovation Fair***

Organizer: **La5e**

Client: **Unilever**

Country: **Spain 5**

**SECOND PRIZE**

***The hairiest village of the world***

Organizer: Jung von Matt /relations GmbH

Client: Panasonic Marketing Europe

Country: Germany 13

**THIRD PRIZE**

***The Cubanization of Germany***

Organizer: Jung von Matt /relations GmbH

Client: Pernod-Ricard Deutschland

Country: Germany 14

**DIRECTION**

**FIRST PRIZE**

***75th Anniversary of Shakhtar Donetsk***

Organizer: K-events

Client: Shakhtar Donetsk

Country: Italy 5

**SECOND PRIZE**

***Evening Event at the conference 'InvestmentAktuell 2011'***

Organizer: insglück Gesellschaft für Markeninszenierung

Client: Union Asset Management Holding

Country: Germany 15

**THIRD PRIZE**

***Unilever Benelux Experience 2011 'A date with the Planet'***

Organizer: Dechesne & Boertje

Client: Unilever Benelux

Country: The Netherlands 2

**LOCATION/SETTING**

**FIRST PRIZE**

***Colosseum on fire***

Organizer: Alphaomega

Client: Roma Capitale

Country: Italy 6

**SECOND PRIZE**

***Danisco Business Forum, Spring 2011***

Organizer: Welcome Event Marketing

Client: Danisco

Country: Denmark 1

**THIRD PRIZE**

***Dare to Dream - Gold Conference 2010***

Organizer: Creo

Client: Oriflame Natural Swedish Cosmetics

Country: Italy 7

## **MEDIA MIX**

### **FIRST PRIZE**

***Pavillon 21 MINI Opera Space***

Organizer: Metzler : Vater GmbH

Client: MINI (BMW Group)

Country: Germany 16

### **SECOND PRIZE**

***Ljusruset - The Light-Run***

Organizer: Minnesota Communication - Prime PR - Garbergs

Client: Fortum Power and Heat

Country: Sweden 1

## **NOTORIETY/PRESS RETURN**

### **FIRST PRIZE**

***Launch of the Tramway in Reims***

Organizer: \Auditoire

Client: Reims Métropole

Country: France 4

### **SECOND PRIZE**

***Festival Sudoeste tmn***

Organizer: Musica no Coracao

Client: tmn

Country: Portugal 6

## **STAGING/SET DESIGN**

### **FIRST PRIZE**

***International Opening Event for the Hanover Trade Fair 2011***

Organizer: insglück Gesellschaft für Markeninszenierung

Client: Deutsche Messe

Country: Germany 17

### **SECOND PRIZE**

***E-Plus Partner Shop Conference 'The Day of the Truth'***

Organizer: VOK DAMS

Agency for Events and Live-Marketing (da mettere su due righe)

Client: E-Plus Retail

Country: Germany 18

### **THIRD PRIZE**

***Linde Material Handling at CeMAT 2011***

Organizer: insglück Gesellschaft für Markeninszenierung

Client: Linde Material Handling

Country: Germany 19

## AWARDS BY SPECIAL EVENT TYPE

### LOW BUDGET EVENT

#### *Surprise Catwalk*

Organizer: **Fieldwork**

Client: **The Salvation Army (Fretex)**

Country: **Norway 2**

### HIGH BUDGET EVENT

#### *Škoda World Dealer Conference*

Organizer: **VOK DAMS**

Agency for Events and Live-Marketing (da mettere su due righe)

Client: **Škoda Auto**

Country: **Germany 20**

### INTEGRATED EVENT

#### *EDP 35th birthday - 'Energia Douro Concert'*

Organizer: **Desafio Global Ativism**

Client: **EDP - Portuguese Electric Power Company**

Country: **Portugal 7**

## SPECIAL AWARDS

### EUROPEAN BEST EVENT AGENCY

#### FIRST PRIZE

**Desafio Global Ativism – Portugal 8**

#### SECOND PRIZE

**VOK DAMS Agency for Events and Live-Marketing – Germany 21**

#### THIRD PRIZE

**Jung von Matt /relations GmbH – Germany 22**

### EUROPEAN BEST EVENT COMPANY

#### FIRST PRIZE

**EDP – Portuguese Electric Power Company – Portugal 9**

#### SECOND PRIZE

**The Salvation Army (Fretex) – Norway 3**

#### THIRD PRIZE

**Škoda Auto – Germany 23**

### EVENT EVALUATION

#### *Ballast Nedam Innovation Day 2010 | Internal Event*

Organizer: **Beng! Amsterdam**

Client: **Ballast Nedam**

Country: **The Netherlands 3**

### TECHNOLOGICAL INNOVATION

#### *International Opening Event for the Hanover Trade Fair 2011*

Organizer: **insglück Gesellschaft für Markeninszenierung**  
Client: **Deutsche Messe**  
Country: **Germany 24**

**USE OF SPACE/ENVIRONMENT/SETTING**

***Danisco Business Forum, Spring 2011***

Organizer: **Welcome Event Marketing**

Client: **Danisco**

Country: **Denmark 2**

**PUBLISHER SPECIAL AWARDS**

**GREEN/SUSTAINABLE EVENT**

***Ljusruset - The Light-Run***

Organizer: **Minnesota Communication - Prime PR - Garbergs**

Client: **Fortum Power and Heat AB**

Country: **Sweden 2**