



Porto, 15-18 November 2017

# Call for Entries 2017

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## THE INITIATIVE

ADC Group is glad to welcome you to **Bea World**, an initiative that recognises and promotes excellence in events and live communication across the whole world.

The experience and prestige gained over the past 11 years by EuBea – the European Best Event Awards – decreed that time was right to take a decisive step and ensure that Bea World took the place of EuBea. Both **Bea World** competition and the connected festival **Bea World Festival** are reserved to the entire international event industry. They are open to companies from the event industry based anywhere across the globe, including event agencies, public relations, communications, promotions, advertising and web agencies, corporations, public bodies, associations, non-governmental and non-profit organizations, locations, etc.

**Created in 2006** to foster and advance the importance of events in the marketing plans of large and smaller corporations, the **Best Event Awards** have helped participating agencies from **29 countries** in finding inspiration and new ideas for their events, and are now acknowledged as the main international industry recognition. As in previous years, shortlisted agencies will have the opportunity to present their projects live to the Jury and Bea World Festival delegates.

From November 15<sup>th</sup> to 18<sup>th</sup>, the global event community will gather in Porto, Portugal, at Bea World Festival to celebrate the creativity that is innovating the landscape of live communication, to exchange ideas and best practices, to learn and create business opportunities with top professionals from all over the world.

### Day 0 – 15<sup>th</sup> November 2017 – Welcome to Porto, welcome to Bea World Festival

In the evening, Porto will greet Bea World delegates with a welcome drink to start networking in a convivial atmosphere.

### Day 1 – 16<sup>th</sup> November 2017 – Showcase your 'e-factor'

The first day will focus on the Bea World competition, with live presentations of shortlisted events. Finalist agencies will have to demonstrate to possess the "e-Factor", the event factor. In ten minutes, they will have to convince a highly qualified international Jury to be worthy of the award. All delegates are welcome to attend the live presentations and discover the best creative solutions devised by the top agencies in the world.

### Day 2 – 17<sup>th</sup> November 2017 – Learn and celebrate

On the second day of the Festival, the conference programme will offer delegates outstanding keynote presentations, interactive sessions, technical workshops, individual meetings with experts and networking opportunities to find inspiration and expand their business. In the evening, all delegates will take part in an extraordinary Awards Ceremony that will recognise the best events of the year.

### Day 3 – 18<sup>th</sup> November 2017 – Discover Porto

After two intense working days, it will be time to discover Porto and its surroundings. On Saturday, delegates will have the opportunity to enjoy organised leisure activities while networking in a relaxed context.

# GENERAL RULES

**'EVENT' DEFINITION:** An event is a live experience, planned in advance, in a limited period of time, with the objective of affecting the perception or behaviour of the audience, duly included in the marketing mix.

1. Entries can be commercial or non-commercial events, organised by event industry bodies based all over the world, including events agencies, public relations, communications, promotions, advertising and web agencies, corporations, public bodies, associations, non-governmental and non-profit organisations, locations, etc.
2. Events must have taken place anywhere in the world between 1<sup>st</sup> August 2016 and 31<sup>st</sup> July 2017. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period.<sup>1</sup>
3. By entering an event, the entrant acknowledges that such material will be used for Festival purposes.
4. The client's contact details must be provided in the entry form. The Festival reserves the right to contact the client, if necessary, and the entrant shall notify the client accordingly.
5. All entry forms must be completed and paid for online at [www.beaworldfestival.com](http://www.beaworldfestival.com), according to the Festival's entry deadlines. This allows sufficient time for entries to be processed and reviewed, and for any issues to be resolved if necessary.
6. Entries will not be considered finalised until the entry form (in all its parts) has been **completed** online, the Organiser has received the corresponding compulsory materials and full payment has been made.
7. No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organisation.
8. It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the advertised/promoted brand.
9. English is the official language of the Festival. Projects that are not in English must be translated or subtitled.
10. The Jury Panel will have the right to move entries to a different category if the event doesn't meet the entered category criteria.
11. Each organisation can enter as many events as wished in one or more categories, but awards can only be granted in a maximum of 2 categories. This doesn't exclude the possibility of also being awarded the Bea World Grand Prix, Macro Category Awards, Special Awards and Special Mentions.
12. Each project can be only entered in one edition of the Bea World competition. Projects entered for a second time will be automatically rejected.
13. Entries cannot be cancelled or removed from the competition.
14. The applicant is responsible for payment of all entry fees and will be considered the entry's sole contact. Multiple companies can be credited for their contribution to the entered project. Please ensure that all contributing companies are credited on your entry form before finalising your submission.
15. All materials, documentation and payments must be received no later than 31<sup>st</sup> August 2017.

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<sup>1</sup> It is possible to enter events that have taken place a maximum of 10 days before or after the Call for Entries deadline. Please contact the Organiser for further details.

# TREATMENT AND PUBLICATION OF ENTRIES

By submitting any event, the entrant acknowledges that the Organiser will use such material as by the terms specified below:

1. Show or publish all materials submitted for purposes of conducting and promoting EuBea Festival.
2. Post all materials submitted in the Bea World website and/or archive.
3. Each entrant confirms to the Festival Organiser to have the legal right to enter the event into the Award on the terms of these entry rules, subject to any restrictions.

## KEY DATES

	1 <sup>st</sup> August 2016 - 31 <sup>st</sup> July 2017	<b>Eligibility dates</b>
<b>BEFORE THE FESTIVAL</b>	27 <sup>th</sup> April - 31 <sup>st</sup> August 2017	<b>Applying period</b>
	27 <sup>th</sup> September - 8 <sup>th</sup> October 2017	<b>Online Jury Session</b>
	11 <sup>th</sup> October 2017	<b>Shortlist announcement</b>
<b>DURING THE FESTIVAL</b>	16 <sup>th</sup> November 2017	<b>Live presentations of shortlisted projects</b>
	17 <sup>th</sup> November 2017	<b>Awards Ceremony</b>

## JURY AND EVALUATION PROCESS

Bea World Jury members are chosen among top corporate clients recognised for their achievements, with **international** responsibility from a representative range of sectors, plus members of event agencies' associations who are partners of Bea World Festival.

Judging consists of two rounds involving viewing, voting, discussion and awarding of trophies.

A **first round of online voting** determines the shortlist that will be published on Bea World website on 11<sup>th</sup> October 2017.

All shortlisted events will be appraised again (ex novo) during the open voting sessions in Porto on 16<sup>th</sup> November 2017, during which the entrant event agencies will have the chance to present such projects live to the Corporate Jury.

The Jury Panel will be divided into three rooms. The Organiser will assign an equal numbers of events/categories to each Jury Panel to assess during the **open-to-the-public onsite session**. Each Jury Panel establishes the ranking in the categories assigned and will then determine the winners of each viewed category. Afterwards, the Jurors, gathered in a plenary session behind closed doors, will decide the podium of the Best Event Awards World, as well as the Iconic Event Award and Special Mentions, if deemed appropriate.

Jurors who are representatives of a corporation cannot vote for projects by their own company. Jurors who are representatives of an association and who also own an agency cannot vote for projects by their own agency or by a competing agency from their own country.

The decision of the Jury, in all matters relating to the awarding of prizes, will be final and binding.

**IMPORTANT:** All shortlisted agencies should show up at 9:00 a.m. in front of the assigned Jury room.  
The Organiser strongly invites all entrant agencies to book their flights/hotel in advance.

All awarded events will be announced on 17<sup>th</sup> November 2017, during the Bea World Awards Ceremony.

## JURY GUIDELINES

A number of criteria will be considered during judging and weighted as follows:

- **Creativity & Innovation (40%)** – Creative idea and technological innovation to reach dedicated business objectives.
- **Execution (30%)** – Participants' experience, flow of the event, direction, set design, audio/video/lighting production.
- **Effectiveness (20%)** – Achievement of the stated objectives, such as target audience results, survey results, business impact results and ROI (profit of event compared to cost).
- **Channel Strategy (10%)** – Communication channel strategy: the omni-channel strategy applied to the event and its impact according to the objectives.

## JURY'S CODE OF ETHICS

Jury members will commit to signing a Code of Ethics based on the following principles:

- Each Jury member is chosen according to his/her professional skills and experience in the event marketing industry.
- Jury members will judge and vote honestly and without preconceived ideas, respecting the evaluation and selection criteria, defined in the rules of the awards.
- To avoid conflicts between Jury members and candidates, jurors from associations who also own an agency cannot vote for their own agency or for a project from a participant agency from the same country. Jurors from corporations cannot vote for a project from their own company.
- If there any personal conflict that may influence a Jury member's objectivity in voting, he/she will inform the Vice President of the Jury and not participate in the voting of the project.
- Jury members will not accept any solicitation from any participants (agency and/or client) that could influence their vote. In case this happens, they will alert the Vice Presidents of the jury.

## AWARDS & TROPHIES

The **Best Events Awards World** features three levels of prizes: the Bea World Grand Prix and – whenever assigned – the Iconic Event Award (where events cannot be entered autonomously); the Macro Category Awards; the Event Categories and Feature Categories Awards.

In addition, the Jury will have the opportunity to assign Special Awards and Special Mentions.

Winners will receive the trophies and the official digital seal of the award from the Organiser.

All shortlisted events will be awarded a certificate.



Award credits, and associated trophies and certificates, will be given to the applicant agency/corporate company. Other participating parties can purchase duplicate trophies after the Festival.

## BEA WORLD GRAND PRIX

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Trophy / 3<sup>rd</sup> place Bronze Elephant Trophy*

Awards assigned to the event that, among all entries, was able to combine all the required features for an outstanding performance and achieve the highest score from the Jury's whole evaluation.

## ICONIC EVENT AWARD

*1<sup>st</sup> place Gold Elephant Trophy*

Award to an "icon" event that shines in its own light and value, not comparable to others, such as the opening of the Olympic Games, of a world championship or a global summit.

### **IMPORTANT**

Please note that **events can be entered only in Macro Categories, Event Categories and Feature Categories.**

It is not possible to enter an event in Bea World Grand Prix, Iconic Award and Special Awards categories.

## MACRO CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

Entrant agencies have the opportunity to also enter their project in one of the two Macro Categories. To compete for the Macro Categories Awards, projects must first be entered in at least one of the Events or Feature Categories listed below.

1. **BEST B2B EVENT:** Events with a commercial purpose targeted to business customers/trade partners/internal audience, such as conventions, congresses/conferences, incentives/team building activities, etc.
2. **BEST B2C EVENT:** Events with a commercial purpose targeted to the final consumer, such as launch events, roadshows, celebrations, public events, etc.

## EVENT CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

1. **CONGRESS/CONFERENCE:** Meetings of representatives of a profession, trade body or other interest group to present and discuss a specific topic of common interest targeted to an audience external to the organiser.
2. **CONVENTION:** Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc.
3. **CULTURAL EVENT:** Events that combine cultural impact with show and entertainment values in an original and engaging way.
4. **EDUCATIONAL/TRAINING EVENT:** Events with training/educational goals aimed at any kind of audience.

5. **INCENTIVE/TEAM BUILDING:** Incentive travel and team building events to foster motivation, strengthen the loyalty towards a company and to encourage the reach for business goals. They can be targeted both to an internal or external audience.
6. **LIVE ENTERTAINMENT:** Business or consumer entertaining events such as live shows, video-mappings, technological and artistic installations, shows specifically conceived for amusement parks, etc.
7. **MUSICAL EVENT:** Musical entertainment/performances, such as concerts, musical comedies/dramas, music festivals, etc., organised by a private company.
8. **NON-PROFIT/SOCIAL SERVICE EVENT:** Events committed to a social issue and with non-profit goals.
9. **OPENING/CELEBRATION/FESTIVITY EVENT:** Ceremonies to celebrate a grand opening of a location or a long-term event, or to commemorate a recurrence, an anniversary or any other special occasion. This can have a commercial or non-commercial purpose.
10. **PRODUCT/SERVICE LAUNCH EVENT:** Events specifically designed to launch a new product or service.
11. **PUBLIC EVENT:** Events promoted by public bodies (e.g. local governments, city councils, etc.), such as cultural events, festivals etc.
12. **ROADSHOW:** Events held in different national or international locations at different times, but with the same concept and purpose, addressed either towards a business or consumer target.
13. **SPORTS EVENT:** Events organised by a private company with a commercial purpose and focused on sports, combined with show and entertainment in an original and engaging way, targeted to the final consumer.
14. **TRADE SHOW:** Exhibitions organised for a specific industry to showcase new products, services, studies, etc., targeted to both business and public audiences.

## FEATURE CATEGORIES AWARDS

*1<sup>st</sup> place Gold Elephant Trophy / 2<sup>nd</sup> place Silver Elephant Plaque / 3<sup>rd</sup> place Bronze Elephant Plaque*

Feature Categories differ from Event Categories in as much as the latter refer and apply to a classification of events by their production and objective peculiarities, whereas Feature can apply to any Event Category, but refer only to a specific aspect of the event.

1. **LOW BUDGET EVENT:** Commercial or non-commercial events carried out with a budget lower than € 50,000, showing outstanding creativity to reach event objectives with a minimal cost per head compared to all other entries.
2. **SUSTAINABLE INNOVATION:** Most innovative, creative, and effective sustainable achievement, minimising the event's environmental footprint and/or contributing to an economic or social development.
3. **USE OF TECHNOLOGY:** Most creative and effective use of technology, such as apps, laser shows, interactive devices, etc., to reach the event's goals.
4. **USE OF WEB AND SOCIAL MEDIA:** Most creative and effective use of online tools and social media to promote, develop and follow up an event.
5. **MEETING DESIGN:** Most creative way of designing a meeting that serves its objectives: learning, networking, motivation.

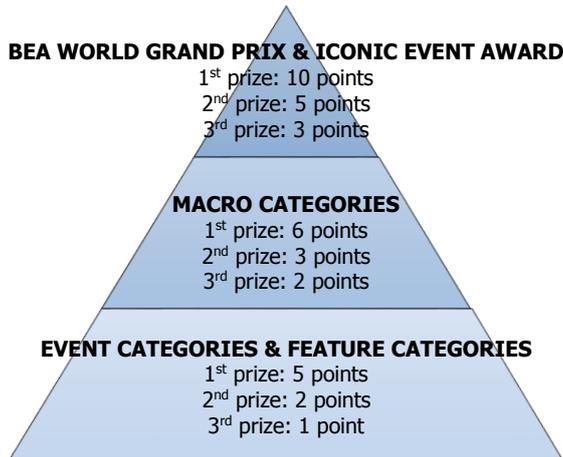
# SPECIAL AWARDS

*1<sup>st</sup> Place Gold Star Trophy / 2<sup>nd</sup> Silver Star Plaque / 3<sup>rd</sup> Place Bronze Star Plaque*

**Special Awards cannot be entered autonomously.**

All entered events also compete for the Special Awards, regardless of the category they are entered in.

It is up to the Jury to ultimately decide if all Special Awards can be assigned.



## **BEST BEA WORLD EVENT AGENCY**

Awarded to the agency whose events will have totalled the highest overall score from entered categories.

## **BEST BEA WORLD CORPORATE CLIENT**

Awarded to the corporate company whose events will have totalled the highest overall score from entered categories.

The **BEST BEA WORLD EVENT AGENCY** and **BEST BEA WORLD CORPORATE CLIENT AWARDS** will be automatically assigned on the basis of the results achieved in each of the Event Categories, Feature Categories, Macro Categories, Iconic Event Award and Bea World Grand Prix.

Each top-three placement guarantees a score. The sum of these individual scores will be used to determine the winners of the Special Awards.

If an event steps up on the podium in more than one category, the score assigned to the event is **only the highest one.**

## **BEST EVENT EVALUATION AWARD**

Awarded to the agency that best measured an event's effectiveness in relation to its goals. This award is only eligible for events that have submitted the ROI form, which will be directly evaluated by the Event ROI Institute.

## **PRESS AWARD**

The Press Award is assigned by trade journalists attending the Festival. The Press Jury will cast a first round of votes via an online ballot, based upon the shortlist of entries determined by the main Jury. A second round of votes will take place during the event in Porto, during which the Press Jury will evaluate this new "Press shortlist" and choose its winner.

## **PEOPLE'S CHOICE AWARD**

All shortlisted events will be published on the Bea World official mobile app. All registered delegates attending Bea World Festival in Porto will have the opportunity to vote for their favourite event. The event with more preferences will be assigned the award.

## **EUROPEAN BEST EVENT AWARD**

As a tribute to the 11-year history of EuBea, the European events competition now replaced by Bea World, a special award will be dedicated to the best event entered by a European agency/corporate company. The awards will be automatically assigned to the project that will reach the highest average score in the overall ranking.

## SPECIAL MENTIONS

The Jury has the power to assign special mentions to outstanding events whenever applicable:

- **BEST CREATIVITY & INNOVATION:** Best and most original creative idea and technological innovation to reach dedicated business objectives.
- **BEST EXECUTION:** Best participants' experience & flow of the event, including best direction, set design, audio/video/lighting production.
- **BEST EFFECTIVENESS:** Best results achieved in relation to the stated objectives.
- **BEST CHANNELS STRATEGY:** Best communication channel strategy and impact according to the objectives.

## REQUESTED INFORMATION AND MATERIAL

To enter an event, register online and fill in the form on [www.beaworldfestival.com](http://www.beaworldfestival.com), in the "enter your work" section (online from 27<sup>th</sup> April 2017).

No other submission methods will be accepted.

All materials must be delivered by 31<sup>st</sup> August 2017, as described on the online technical form.

## MANDATORY MATERIAL

1. On-line form duly completed.
2. Video showcasing the event: 3 minutes max., MP4 - L1920px H1080px (100MB max.). It is recommended that this video also feature a voice over in English.
3. Video showcasing the event: 30 seconds max. (for the Awards Ceremony and for the People's Choice Award), MP4 - L1920px H1080px (100MB max.). This video will be requested only for shortlisted events.
4. Logo of the organising company (jpg, high resolution 300 dpi, on a white background, 1024x1024px min.).
5. Logo of the corporate client (jpg, high resolution 300 dpi, on a white background, 1024x1024px min.).
6. Up to 5 pictures of the event (jpg, high resolution 300 dpi, 1024x768px min.).
7. Up to 5 additional pictures of the event for feature categories (jpg, high resolution 300 dpi, 1024x768px min.).

**IMPORTANT:** Music used for all video content must not be protected by copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.

## OPTIONAL MATERIAL (FOR LIVE PRESENTATION ONLY)

During the live presentations in Porto, **shortlisted events** will be able to provide and show the Jury further material highlighting their success, such as:

- Press reviews;
- Publications;
- Gadgets created for the event;
- Market data, which can be useful for the Jury's evaluation.

## EVENT AWARDS ENTRY FEES

Entering each event to the competition requires an entry fee, as described below:

<b>One/First Category</b>	<b>€550</b>
<b>Each additional Category</b>	<b>€350</b>
<b>Macro Category</b>	<b>€500</b>

The entry fee includes the publication of the event on the Bea World Festival website ([www.beaworldfestival.com](http://www.beaworldfestival.com)).

Entry fees must be paid by the end of the entry period. Entrants that will have not finalised the entire payment by 31<sup>st</sup> August 2017, will not be evaluated by the Jury, losing the opportunity of winning any award.

### **IMPORTANT:**

**Example A:** 1 event entered in 1 category = €550 (1<sup>st</sup> category)

**Example B:** 1 event entered in 2 categories = €550 (1<sup>st</sup> category) + €350 (additional category)

**Example C:** 2 events entered in 1 category each = €550 (1<sup>st</sup> category) + €550 (1<sup>st</sup> category)

**Example D:** 1 event entered in 1 category and 1 macro category = €550 (one category) + €500 (macro category)

**Example E:** 1 event entered in 2 categories and 1 macro category = €550 (1<sup>st</sup> category) + €350 (additional category) + €500 (macro category)

## DELEGATE PASS FEES

**Bea World Delegate Passes** can be purchased at [www.beaworldfestival.com](http://www.beaworldfestival.com) and include:

- Participation to Bea World Festival content programme (live presentations of shortlisted events to the Jury, conferences, breakout sessions, workshops);
- Networking lunches and dinners;
- Access to the Awards Ceremony, closing dinner and after-party;
- Access to the dedicated networking area and to one-to-one business meetings;
- Participation to the leisure activities.

**Early Bird Discounts:** delegates who purchase their Delegate Pass before 31<sup>st</sup> July 2017 will receive an Early Bird Discount.

PRICE LIST	PRICE	LIVE PRESENTATIONS	CONFERENCES & WORKSHOPS	NETWORKING LUNCHESES & DINNERS	NETWORKING AREA	1-TO-1 MEETINGS WITH EXPERTS	AWARDS CEREMONY	CLOSING DINNER	AFTER PARTY	LEISURE ACTIVITIES
DELEGATE PASS	€650	✓	✓	✓	✓	✓	✓	✓	✓	✓
1-DAY PASS (Nov 16 <sup>th</sup> )	€300	✓		✓	✓					
1-DAY PASS (Nov 17 <sup>th</sup> ) ***limited availability***	€500		✓	✓	✓	✓	✓	✓	✓	
STUDENTS PASS (under-23 with Student ID)	€100	✓	✓	✓						

### Special Promotions on Delegate Passes\*

\* please note: Special Promotions do not apply to 1-Day and Students Passes

**Early bird offer: €400 (instead of €650).**

Valid only to purchase the Delegate Pass before 31<sup>st</sup> July.

**Special offer for Entrant agencies' Corporate Clients: €300.**

The Corporate Client's Delegate Pass is personal to the holder and not transferable. It will be available upon examination only for corporate clients of agencies that have entered for the competition. If interested, please write to [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) specifying the name, company and job title of the corporate delegate.

**3x2 Offer: Buy 2 & get 1 free.**

Prices will vary according to purchasing date – before or after 31<sup>st</sup> July. A special code will be sent to you after purchasing the first two Delegate Passes. The free Pass can be used only by someone working for the same company that has purchased the first two Delegate Passes.

## PAYMENT TERMS

### EVENT AWARDS ENTRIES

All fees must be paid by **credit card** or via **bank transfer** by the entry deadline (31<sup>st</sup> August 2017).

After registering your user ID and password on the Bea World website, you can choose the payment method:

- **CREDIT CARD** – Directly on the Bea World website

- **BANK TRANSFER**

**Account:** ADC Group Srl

**Bank:** Banca Intesa San Paolo

**IBAN:** IT59P0306909457100000005772

**BIC: (Swift)** BCITITMM

**Object:** BEA WORLD 2017 + [NUMBER OF ENTRIES] + [NAME OF THE ORGANISATION]

### DELEGATE PASSES

Delegate Passes can be purchased and paid for **only by credit card** at [www.beaworldfestival.com](http://www.beaworldfestival.com).

## CONTACTS

For commercial information to enter the Awards and purchase your Delegate passes for Bea World Festival:

**Ilaria Granato** // [ilaria.granato@adcgroup.it](mailto:ilaria.granato@adcgroup.it) // +39 02 49766311

For registration issues regarding the Awards:

**Brenda Debiasio** // [brenda.debiasio@adcgroup.it](mailto:brenda.debiasio@adcgroup.it) // +39 02 49766312