



THE 4TH ANNUAL THE CN AGENCY AWARDS

2022 SUBMISSIONS GUIDE

WWW.CONFERENCEWSEVENTS/CNAGENCYAWARDS | #CNAA22



INTRODUCTION

ABOUT CONFERENCE NEWS

Since its birth in 2003, Conference News (CN) has served as the official information hub for the UK MICE industry, forging connections with event professionals throughout the country, and providing a platform for like-minded individuals to communicate and learn. Now with a combined community of over 100,000 event professionals, Conference News has become home to the largest collection of based corporate, agency and association event planners in the UK, and we're still continuing to grow!

What makes Conference News a little different from the rest is our relationship with our community. This unique approach has been something we've lived by for a number of years and allows us to form stronger connections with our community, and therefore understand their needs and wants in a far more detailed sense.

This submissions guide will help you compile your entries for the CN Agency Awards 2022, while maximising your chances of success.

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ABOUT CN AGENCY

WHAT ARE THE CN AGENCY AWARDS?

Now entering its 4th year, the CN Agency Awards are an annual celebration that allows for the UK's most influential and prolific event agents to congregate and recognise the amazing achievements that this sector has contributed to the events world over the previous 12 months.

Bringing like-minded event planners closer together has always been the main mission for Conference News. Each year, over 300 event professionals from around the UK gather at the spectacular awards to learn who will receive the highest honors in event organisation.

KEY DATES

25/03/2022	SUBMISSIONS OPEN
30/04/2022	SUBMISSIONS CLOSE
30/06/2022	LIVE EVENT AT EAST WINTERGARDEN CANARY WHARF

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ALTHOUGH THE CN AGENCY AWARDS ARE SEEN PRIMARILY AS A CELEBRATION OF THE SECTOR, THIS EVENT STANDS TO REPRESENT SO MUCH MORE FOR OUR COMMUNITY. THE AWARDS ARE RECOGNITION OF THE REMARKABLE ACHIEVEMENTS OF THE WORLD'S LEADING EVENT AGENCIES AND DEMONSTRATE THE PASSION AND DRIVE THAT EXCELS OUR BELOVED INDUSTRY.



JACK NEWAY,
PORTFOLIO DIRECTOR, CONFERENCE NEWS

SUBMISSIONS PROCESS

Submitting your company, yourself or a colleague for this year's CN Agency Awards is completely free and you're allowed to enter as many times as you'd desire, so long as you meet the submission criteria. Our process consists of three simple steps that you need to be aware of.

SUBMISSION DEADLINE: 30/04/2022



FILL IN YOUR SUBMISSION FORM

You'll find the submissions form on the Conference News event site.

What can you do to maximise your chances of earning marks and winning?

1. Meeting the judging criteria with clear, well-evidenced responses in each and every box.
2. Having a 'wow' factor, including a strong reason why this year is the right year to enter. This makes the judge want to award you high marks.
3. Telling a compelling story.



SUBMIT YOUR SUBMISSION FORM

When you are ready (but before the submission deadline on 30 April 2022), click submit at the end of your submission. You will not receive a confirmation email. But you can rest assured that your nomination has been jetted over to the Conference News team. They will then forward all submissions to our A-list panel of judges to review the applications and whittle down to the shortlist for the CN Agency Awards 2022.

AGENCY AWARDS
CLASS OF 2022

FIND OUT IF YOU'RE A WINNER

Finalists will be announced online and if successful you'll be contacted by the CN team to congratulate and invite you to the awards ceremony on the 30th June 2022 where the winners will be announced.

CATEGORIES

INNOVATION AWARD

This award will recognise an agency whose innovative approach underpins all their work, from event conception all the way through to delivery.

SMALL AGENCY (5 OR UNDER PERMANENT STAFF)

This award recognises a small agency (5 staff or less) whose efforts have cemented the company's position with the creation and delivery of a broad range of events whether meetings, incentives, exhibitions or experiential.

MEDIUM AGENCY (6-30 PERMANENT STAFF)

This award recognises a medium sized agency (between 6 and 30 staff) whose efforts have cemented the company's position with the creation and delivery of a broad range of events whether meetings, incentives, exhibitions or experiential.

LARGE AGENCY (30+ PERMANENT STAFF)

This award recognises a larger agency (30+ staff). Growth of the business will be reflective of a strong management team with a clear strategy and vision.

EMPLOYER OF THE YEAR

This award recognises an agency that has displayed a positive and healthy company culture – providing an nurturing environment for their staff not just to survive within their job roles, but thrive.

HYBRID EVENT PRODUCER OF THE YEAR

This award celebrates the talent and perseverance of an agency event producer who has acclimatised themselves to organise amazing events across live and digital platforms.

ONLINE EVENT PRODUCER OF THE YEAR

This award celebrates the talent and perseverance of an agency event producer who has acclimatised themselves to organise amazing events in a digital world.

PCO OF THE YEAR

This award recognises any agency who specifically operate as a conference organiser, and have used their expertise and adaptability to create succesful conferences over the last 12 months.

CATEGORIES

START-UP OF THE YEAR

This award recognises a start-up agency whose efforts and talents have created a viable and successful business in a highly competitive marketplace.

RISING STAR AWARD

This award recognises the considerable talent that resides amongst the newcomers to the event industry, an individual whose efforts and attitude have shone in the short time they have been in the business.

SUSTAINABILITY PIONEER OF THE YEAR

This award focuses on the mentality and actions of an agency as a whole. To win the sustainability award, an agency must show how the issue of sustainability runs right through the core of the business and how their events impact all stakeholders positively from a social, economic, ethical and sustainable point of view.

COMMUNITY SUPPORT AWARD

This award celebrates any amazing and selfless work that an agency team performed as a way of supporting the industry, or indeed the nation as a whole during the last 12 months.

GLOBAL AGENCY OF THE YEAR

This award recognises an agency that delivers thousands of projects across the full event spectrum and across all industry sectors for clients in every corner of the world.

SALESPERSON OF THE YEAR

This award recognises an individual who has managed to excel in creating new business or retain existing clients for their agency in an ever-changing, and increasingly difficult market to operate in.

CREATIVE TEAM OF THE YEAR

This award celebrates the brilliance of an agency team that creates experiences that consistently surpass the brief and the client's expectations.

RAPID RESPONSE TEAM AWARD

This award recognises the agency that has managed to remain calm and logical despite the various cancellations and postponements that 2021 has caused. The winning agency should show how they reacted quickly to provide a workable solution for their clients or delegates during such a turbulent time.

MEET THE JUDGES!



GABBY AUSTEN-BROWNE

Gabby Austen-Browne is a diversity and inclusion expert, delivering consultancy, education and training to the events and hospitality sectors in her roles as co-founder of Diversity Ally and the Diverse Speaker Bureau.



CHRISSIE BECK

Global Events & Experiential Expert – I am a creative and innovative events & experiential industry leader with over 17 year's experience in a range of sectors leading stand out strategic projects for global brands such as Shell, Virgin Atlantic and Nissan.



VERONICA LAKE

Veronica is an experienced international events professional, currently with the UK-ASEAN Business Council, the UK's leading organisation promoting trade and investments between the UK and ASEAN markets, as its Head of Events and Marketing.



ROBERT KENWARD

Robert Kenward is a recruitment expert specialising in senior hires within the events, mice and experiential sectors. He is an experienced speaker, mentor, moderator, industry commentator and EDI advocate who is able to convey his expertise and experience to an audience with a vibrant, passionate and vehemently honest approach.



KATE HOLLIDAY

Kate Holliday is currently Head of Events, EMEA for Invesco managing a team and a portfolio of events EMEA wide. Our portfolio includes large investment conferences, UK and European roadshows, Seminars, roundtables, and lots more.



JAS MYTON

Jas Myton is currently working as an Events Specialist in London. She has previous event and marketing experience across a range of sectors including e-commerce, media, and gaming.

MEET THE JUDGES!



KELLY-MARIE FREW

Kelly-Marie Frew is the Events Director for P&O Cruises, where she is responsible for managing the events, creative & PR strategy surrounding all launch activity for P&O Cruise's new excel-class cruise ships. She has both agency and client-side events experience, predominately within the travel and media sectors.



HEATHER LISHMAN

Heather Lishman is the Association Director of The Association of British Professional Conference Organisers (ABPCO) which is a dedicated industry association bringing the association events community together to promote and encourage excellence, share, learn and collaborate.



SHONALI DEVEREAUX

Shonali Devereaux is MD of Profeshonali, co-Founder of the Diverse Speaker Bureau, Associate with Conferenceemcees.com and a Senior Lecturer in Events and Tourism at the University of Hertfordshire. She has led a team that raised up to £10M for charity.



AMELIA BROWN

Amelia Brown works in Marketing and Communications at EVCOM, a membership association that represents corporate filmmakers and corporate event organisers. Amelia strategises, creates and commissions content for EVCOM's platforms, both written and visual. They help organise virtual and physical events, support EVCOM's membership and awards schemes, and lead initiatives to get young people into the industry.



DAVID PARKER

David Parker is the Commercial and Events Director, Royal College of Physicians / Managing Director, Circulus. 25 years of diverse industry experience and a broad and thorough knowledge of business processes including event and project development, financial analysis, risk management as well as the planning and managing substantial budgets during a whole budget cycle.



RACHAEL KENNY

Having worked across HR, Pharma, Finance and Tech industries I have a vast knowledge of event practises in different sectors as well as excellent insight into the event industry as a whole. My personal favourite is working on large complex events or longterm event programmes - developing strategies, creative ideas & experiential to bring a vision to life.

TOP TIPS ON HOW TO WRITE A WINNING SUBMISSION

HAVE THE WOW FACTOR

Have a 'wow' factor. In your submission include a strong reason why you deserve to be a CN Agency Award Winner. What makes you really stand out from the crowd? Convey it, and you'll be in with a shot of winning.

TELLING A COMPELLING STORY

No one wants to read just a business case of the agency. They want a story. Take them on your agency's journey with a compelling and thought-provoking narrative. Keep it simple and authentic. Tell a story with an engaging tone and that demonstrates examples of the agency's successes, will help you stand out from the crowd.

MAKE IT VISUAL, INCLUDE LINKS TO MEDIA

Add images, videos and links to your LinkedIn, Website and any other relevant media will also be requested in your form. These links are critical evidence so do not overlook them. The judges will be going through hundreds of submissions so make your submission different and enjoyable to review.

UNDERSTAND THE JUDGES

A little preparation and media savvy is your friend. You'll be told who the expert panel of judges are for the Agency Awards and with a bit of research you can get to know them and what is likely to resonate. Get in their heads with a bit of desk research. Follow them on Twitter and LinkedIn and get a feel for what they care about. Tweak your messaging accordingly.

SHOW EVIDENCE

Meet the judging criteria with clear, well-evidenced responses to each question. Showcase attendee numbers, & financial performances, provide suitable comparisons to highlight your excellence. The vital thing to do here is to organise the data you need to back up your key points. You might be the best agency in the world, but a lack of evidence might find you filtered out in the first round.

CHECK YOUR AGENCY'S PERSONAL BRAND

Your agency brand is the collective image of everything your company represents. How you project yourself both in person and digitally through social media and how you go about creating and demonstrating your value to the industry – the CN Agency Awards is, after all, a recognition of agencies and their greatness.

2022 BRINGS AN EXTRA PRIZE

As 2021 was such a roller, we wanted to give this year's winning agencies a chance to really see a benefit from a business point of view...so each award winning agency at the 2022 ceremony will receive a **FREE** marketing campaign with Conference News worth **5,000!**

This can be spent across any of our digital, print or events, and is a great chance to showcase your achievements to our corporate community, and pick up some new business in 2022!

As for the process, submitting your agency for the CNAAs is totally free, and you're allowed to enter as many categories as you'd like.

All you have to do to enter is go to the website and request the submission guide, or submit your entry on www.conferencenewsevents.co.uk/cn-agency-awards/submission-process-cnaas-2022.

Any question please contact the team at cnevents@mashmedia.net – the deadline is the 30th April, so there's plenty of time to make sure it's the best possible representation of your company".

BE PART OF THE NEXT GENERATION AT THIS YEARS WONKA THEMED EVENT!

SUBMISSION DEADLINE: 30/04/2022

If you aspire to make an impact, the groundwork must be laid early. The Conference News team don't expect a finished product, but we absolutely do look for potential and our team and our Conference News community can assure you we will make that potential thrive.

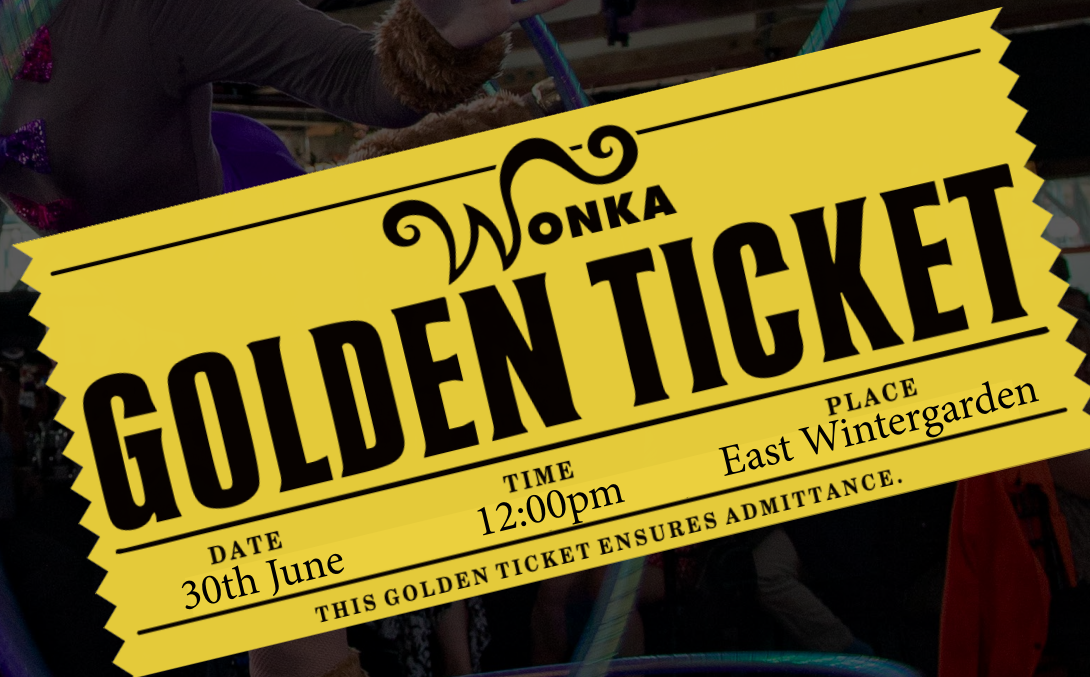
If you have any other queries regarding submissions that these guidelines do not answer, please contact -

jnewey@mashmedia.net or call +44 (0)20 8481 1122.

Thanks and good luck!
The Conference News team

www.conferencenewsevents.co.uk/cnagencyawards

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AGENCY AWARDS

