



beaworld
besteventawards

november

24-26

2022

FREE

ENTRY KIT

ADC  group
ANNIVERSARY

THE LIVE COMMUNICATION WEEK

Next November, the second Live Communication Week organised by ADC Group, will gather around 2,000 event and marketing professionals in Rome, Italy, to create new business opportunities and facilitate the meeting of supply and demand, enhance the event as a strategic marketing tool, offer training and updating opportunities, and celebrate the creative excellence and the best projects of the Italian and global event industry.

Within the **Live Communication Week**, ADC Group is organising several initiatives dedicated to the international event market: **Bea World Experience - The International Festival of Events and Live Communication** and the connected **Best Event Awards** (17th year) and **Best Partner Awards** (2nd year). The Live Communication Week will host as well initiatives addressed to the local market: the Italian **Best Event Awards** (19th year) and **Best Partner Awards** (2nd year).

THE BEA WORLD FESTIVAL

The Bea World Festival is the essential meeting place and networking event for the international event community. Three inspiring days full of creativity, networking opportunities, knowledge transfer, and destination experiences culminate in the ceremonies celebrating the winners of the Best Event Awards and Best Partner Awards.

Created in 2006 to recognise and promote excellence in events and live communication, the **Best Event Awards** have helped participating agencies from more than 40 countries around the world in finding inspiration and new ideas for their events, and are now acknowledged as the leading international industry recognition. As in previous years, shortlisted agencies will have the opportunity to present their projects live to the Bea World Festival Jury and delegates. The **Bea World Festival 2022** will take place in **Rome (Italy) from 24th to 26th November**.

FESTIVAL FORMAT

A business platform, as well as the celebration of the best live communication case histories, **Bea World** is the most prestigious international award dedicated to events.

For the last 17 years, the distinguishing features and strengths of the award have been:

- the **Jury**, comprising around 40 event managers and marketing and communication directors, of top spenders in live communication in all product sectors;
- the **Live Presentations**, during which the shortlisted agencies present their projects directly to the jurors gathered in the plenary;
- the **Networking** opportunities, and the in-depth **studies** and **professional training** sessions;
- the **Awards Ceremony**, a showcase of all the major case histories.

DAY 1 - 24TH NOVEMBER 2022 - SHOWCASE YOUR EVENT

The first day will focus on the Best Event Awards and Best Partner Awards, with live presentations of shortlisted events and locations. Nominees will have the chance 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 top event and communication agencies in the world.

DAY 2 – 25TH NOVEMBER 2022 - LEARN, NETWORK AND CELEBRATE

On the second day of the Festival, a rich and varied content and networking programme will offer delegates inspiring keynote presentations able to provide a global and comprehensive view of the world of events and live communication, technical workshops to acquire new practical skills, individual meetings with experts, and genuine networking opportunities to find inspiration and expand their business. In the evening, the Awards Ceremony of the Best Event Awards and Best Partner Awards will acknowledge the best events and partners of the year.

DAY 3 – 26TH NOVEMBER 2022 - DISCOVER ROME

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

THE BEST EVENT AWARDS KEY DATES

ELIGIBILITY PERIOD*	6 November 2021 – 15 October 2022
ENTRY PERIOD – EARLY BIRD FEES	15 June – 31 July 2022
ENTRY PERIOD – STANDARD FEES	1 August – 15 October 2022
SHORTLIST ANNOUNCEMENT	10 November 2022
LIVE PRESENTATIONS OF SHORTLISTED EVENTS	24 November 2022
CONTENT PROGRAMME AND AWARDS CEREMONY	25 November 2022

GENERAL RULES & REGULATIONS

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

1. The registered events must take place/have taken place, in whole or in part, between November 6, 2021, and 15 October, 2022. However, events that have started before this time frame and end within it, and events that start within such dates and end after, will also be accepted. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period.
2. Each project can be entered only once for the Best Event Awards. Projects entered for a second year will be automatically rejected.
3. Entries can be commercial or non-commercial events organised by event industry bodies based all over the world, including event agencies, public relations, communications, promotions, advertising, and web agencies, corporate companies, public bodies, associations, non-governmental and non-profit organisations, locations, etc.
4. Each event can be registered in one or more Macro Categories and/or Categories and/or Feature Categories, but cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes). The BEA Grand Prix, the Special Prizes, and the Special Mentions are excluded from the calculation of the awards.

*It is possible to enter events that have taken place maximum 10 days before (or after) the Call for Entries deadline. Please contact the Organiser for further details.

5. The client's contact details must be provided in the entry form. The Organiser reserves the right to contact the client, if necessary.
6. Entries will not be considered finalised until the entry form has been completed online in all its parts, the compulsory material has been uploaded, and full payment has been made online at www.beaworldfestival.com, in accordance with entry deadlines.
7. Entries cannot be cancelled or removed from the competition.
8. No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organiser. It is not possible to amend submitted materials after the deadline. Projects with incomplete or unpaid materials will not compete in the Awards.
9. English is the official language of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
10. All material, documentation, and payments must be received by 18:00 CET on 15 October, 2022.
11. 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.
12. Entries not gone through due to reasons not attributable to ADC Group will not be reimbursed.
13. It is the responsibility of the registering applicant to ensure that the client/company agrees with the project being submitted.
14. The events/services are assessed and awarded in their entirety in terms of conception, execution, and planning, regardless of the role played by the agency that submits them.
15. During the ceremony, the award will be delivered only to the submitting/paying candidate, regardless of the number of organising agencies listed in the project registration form.

**It is possible to enter events that have taken place a maximum of 10 days before or after the eligibility period. Please contact the Organiser for further details.*

JURY AND EVALUATION PROCESS

Once all submitted material has been verified, approved events will be assessed by the award Jury. Bea World Jury members are selected among marketing/communications/sponsorship professionals, with local or international responsibilities, from well-known multinational corporations representing a range of sectors and countries, large investors in live communication, plus members of event agencies' associations who are partners of Bea World Festival.

A Jury president, with the task of guiding and chairing the work, and one or more vice presidents are nominated each year.

Judging consists of two rounds involving viewing, voting, discussion, and awarding of prizes. The Jury Panel will have the right to move entries to a different category if the event does not meet the criteria for the entered category.

The Jury also reserves the right to merge, change, or add new categories. The Jury may decide not to award prizes in one or more categories if the entries are not judged to be deserving, or to jointly assign the prize to more candidates.

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

The Best Event Awards assessment takes place in two phases:

- **PHASE 1:** Jurors, divided into groups, cast a vote on the basis of the material uploaded by the submitting agencies, and subsequently draw up their shortlist.
- **PHASE 2:** The Jury, in plenary, views, assesses, and votes the presentations of shortlisted projects, consequently choosing the winners.

LIVE PRESENTATIONS – GUIDELINES

All shortlisted events will be appraised ex novo during the open voting sessions. Jury members will be divided into different rooms and the participants will have the chance to present their projects live. Each Jury panel will assess a certain number of entries grouped by category and will determine the winners of each viewed category.

The format provides a time window of approximately 8 minutes for each candidate project, including:

- Video projection (3 minutes max.);
- 2-minute speech;
- 2-minute Q&A.

Please note that, even during the plenary session, the candidate projects are assessed on the basis of the material uploaded to the platform at the time of registration (file and video). Modifying/replacing the video of the event/service is not allowed.

AWARDS & CATEGORIES

The Best Events Awards World features three levels of prizes: the Bea World Grand Prix (and, if deemed appropriate, the Iconic Event Award); the Macro Category Awards; the Event Categories and Feature Categories Awards.

Consistent with the number of competitors and with the decisions of the Jury, a podium place will be awarded for each Macro Category, Category, and Feature Category (i.e., 1st, 2nd, and 3rd). If a number of at least three (3) participants for each category is not reached, the organiser can choose to merge said categories or possibly add new ones.

In addition, Special Prizes are awarded (resulting from the scores obtained by the candidate events in the assessing phases described above).

The Jury can also choose to assign Special Mentions (Best Creativity/Best Business Effectiveness). It is possible to submit your project in one or more Macro Categories, Categories, and/or Feature Categories. Each entry requires a registration fee as per the price list found below.

All events compete for the BEA World Grand Prix award.

It is NOT possible to directly nominate your event for the BEA World Grand Prix, the Iconic Event Award, and the Special Awards.

Winners will receive the trophies and the official digital seal of the Awards. All shortlisted events will be awarded a quality certificate.

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

BEA WORLD GRAND PRIX

(1st Place Gold Elephant Trophy, 2nd Place Silver Elephant Trophy, 3rd Place Bronze Elephant Trophy)

Awards assigned to the events that, among all entries, were able to combine all the required features for an outstanding performance and achieve the three highest scores from the Jury's whole assessment.

The BEA Grand Prix Gold Trophy is the best summary and expression of the Jury's evaluation criteria.

ICONIC EVENT AWARD

(1st Place Gold Elephant Trophy)

Award to an “iconic” 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.

MACRO CATEGORIES

(1st place Gold Elephant Trophy / 2nd and 3rd place Plexi Trophy)

1. **B2B EVENT:** Event aimed at a business target: trade, clients, agents (e.g.: conference, incentive, fair).
2. **B2C EVENT:** Event aimed at the final consumer (e.g.: product launch/service, roadshow, etc.).
3. **B2I EVENT:** Event aimed at an internal audience (e.g.: incentive, team building, training event, convention, etc.).

CATEGORIES

(1st place Gold Elephant Trophy / 2nd and 3rd place Plexi Elephant Trophy)

1. **BRAND ACTIVATION:** Experiential marketing initiative aimed at creating engagement between the target and the product.
2. **CELEBRATION/FESTIVITY:** Events organised to commemorate a recurrence, an anniversary, another special occasion, or to celebrate the opening of new buildings, points of sales etc.
3. **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.
4. **CREATIVE INSTALLATION:** Territorial activation event through artistic installations, ‘stunts’ for promotional/commercial purposes, etc.
5. **CULTURAL/MUSICAL EVENT:** Event of an institutional, cultural, or musical nature that includes elements of show, entertainment, and public engagement (e.g.: festivals, institutional ceremonies, public institution events, etc.).
6. **EDUCATIONAL/TRAINING EVENT:** Event with educational/training objectives aimed at all targets.
7. **FESTIVAL:** any organised set of special events, such as musical/artistic performances, plays, happenings, entertainment, and festive activities taking place in one location during a fixed period of time, celebrating a specific theme/topic, and directed to any target, business or consumer.
8. **GREEN/SUSTAINABLE EVENT:** most innovative, creative, and effective sustainable achievement, minimising the event’s environmental footprint and/or contributing to an economic or social development.
9. **INCENTIVE/TEAM BUILDING:** Incentive travel and team building events to foster motivation, strengthen loyalty towards a company, and encourage the reach of business goals. They can be targeted both to an internal or external audience.
10. **INTEGRATED COMMUNICATION PROJECT:** A project in which the event is a key element of the planning strategy. The agency must, however, have also followed all other activation stages, in addition to video production and streaming, creating an actual live communication platform, and adding social media content delivery, media management, etc.

- 11. MEETING, CONGRESS, AND 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.
- 12. METAVERSE EVENT:** Event held in a virtual location where participants meet in the form of avatars.
- 13. NON-PROFIT/CSR EVENT:** Events committed to a social issue, and with non-profit objectives.
- 14. PRESS & PR EVENT:** Events specifically (even if not exclusively) targeted to journalists, such as press conferences, press days, press presentations etc.
- 15. PRODUCT/SERVICE LAUNCH:** Event specifically designed and organised for the launch of a new product or a new service.
- 16. PUBLIC INSTITUTION EVENT:** Events promoted by public bodies (e.g., local governments, city councils, etc.), such as cultural events, festivals etc.
- 17. ROADSHOW:** Event that takes place at different times in different stages and locations, but with the same concept and objective, aimed at a business and/or consumer target.
- 18. SPORTING EVENT:** Events focused on sports, combined with show and entertainment in an original and engaging way.
- 19. TRADE RETAIL EVENT:** in-store events, consumer promotions, shopper marketing operations, field sampling campaigns, etc.
- 20. 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

(1st place Gold Elephant Trophy / 2nd and 3rd place Plexi Elephant Trophy)

- 1. DIGITAL EVENT:** Event exclusively carried out in digital mode.
- 2. DIGITAL TRANSFORMATION:** A traditionally physical event reinterpreted in digital terms.
- 3. HYBRID EVENT:** Project able to use online and offline media in a creative and effective way (web, social media, adv, pr, etc.), to promote, develop, and follow up the event itself.
- 4. LOW BUDGET EVENT:** Events carried out with a budget lower than € 50,000, showing outstanding creativity to reach event objectives with a minimal cost per head.
- 5. ORGANISATIONAL COMPLEXITY MANAGEMENT:** Event in which a complex organisational plan is managed wisely and effectively to achieve the objectives.
- 6. PROPRIETARY FORMAT:** Event defined by an original format owned by the organiser, designed and produced by an agency or company.
- 7. USE OF TECHNOLOGY:** Most creative and effective use of technology in an event, such as virtual/augmented reality, laser shows, interactive devices, etc., to reach the event's goals.
- 8. UNEXPECTED USE OF A SPACE:** Event in which the unconventional use of a space is a determining factor for the success of the operation.

BEST PARTNERS AWARDS

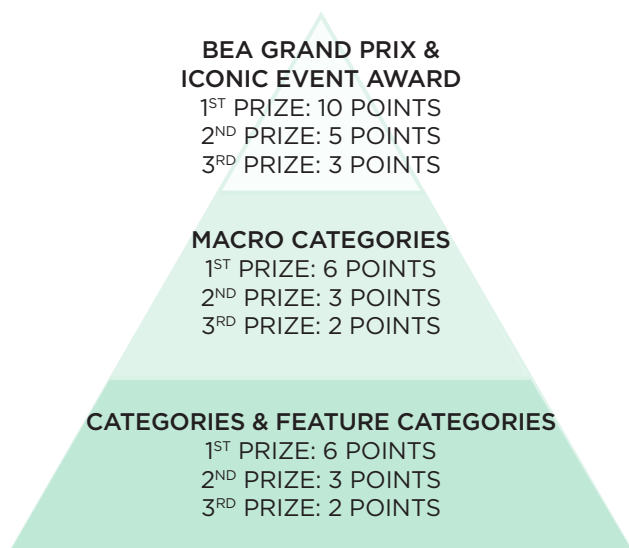
(1st place Gold Elephant Trophy / 2nd and 3rd place Plexi Elephant Trophy)

The Best Partners Awards section is reserved for all companies that work in the events and live communication supply chain and which offer different services and creative, innovative, and effective solutions. This section aims to award the ability of partners to adapt to market developments and the existing scenario, marked by the overturning of traditional live communication formats.

This section includes:

1. **LOCATION:** Event locations that have been able to interpret change through solutions and adjustments that meet new customer needs.
2. **CATERING:** Catering companies that have been able to interpret change through solutions and adjustments that meet new customer needs.
3. **DIGITAL PLATFORM EVENTS:** Digital platforms and services capable of guaranteeing the achievement of objectives (training, networking, project development, product presentations, appointment schedules, use of content, etc.), as well as a high level of engagement and integration with social media and other sharing platforms.
4. **EVENT SERVICES:** Different event services, which have been able to interpret change through the introduction of relevant innovations.

SPECIAL AWARDS



All competing events also run for the Special Awards, regardless of the category they are entered in. Each top-three placement guarantees a specific number of points (see graph). The sum of these individual points determines the winners of the Special Awards. If an event reaches the podium in more than one category, only its highest score is taken into consideration.

It is NOT possible to register for the Special Awards, as they are assigned in line with the overall results obtained by the events entered in the competition's Macro Categories, Categories, and Feature Categories.

Remember that each event cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes).

The score is assigned only to the agency actually underwriting the registration fee.

1. **BEST BEA WORLD EVENT AGENCY** (1st Place Gold Star Trophy / 2nd and 3rd place Plexi Star Trophy)
Awarded to the agency whose events total the highest overall score from all entered categories.
2. **PRESS AWARD** (1st Place Gold Star Trophy)
The Press Award is assigned by journalists from partnering trade media 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 Festival, during which the Press Jury will evaluate a new "Press shortlist" and choose its winner.
3. **PEOPLE'S CHOICE AWARD** (1st Place Gold Star Trophy)
Awarded by the public to one of the shortlisted events.
4. **SPECIAL MENTION FOR BEST CREATIVITY** (1st Place Gold Star Trophy)
The Jury has the power to award a special mention to the event possessing the best and most original creative idea and technological innovation to reach dedicated business objectives.
5. **SPECIAL MENTION FOR BEST BUSINESS EFFECTIVENESS** (1st Place Gold Star Trophy)
The Jury has the power to award a special mention to the event owning the best ROI and able to achieve the stated objectives at a lowest possible cost.

JURY GUIDELINES

A number of criteria will be considered while judging all events:

- **CREATIVITY & INNOVATION:** A creative idea to support the objectives, and the technological innovations shaping the event experience.
- **EXECUTION:** How the agency achieved the good physical and emotional environment necessary for audience engagement, learning, and behavioural change. The participant's journey, ambience, engagement techniques, and tools (art, entertainment, digital tools, furniture, technology, staging, AV, sustainable efforts).
- **EFFECTIVENESS:** Achievement of the stated objectives, such as survey results, financial results or other benefits (e.g., in the case of a non-profit organisation).
- **CHANNEL STRATEGY:** Communication channel strategy; the omni-channel strategy applied to the event, and its impact according to the objectives.
- **RELEVANCE:** Notably with the Company's communication objective and brand values.
- **OVERALL QUALITY:** Especially in comparison to the budget and to the competitors in the same category.
- **ADAPTATION TO CHANGE:** Arising from the global health emergency, and the consequent disruption of traditional live communication formats.

However, when evaluating each partner/service competing for the Best Partners Awards, jurors will consider the following aspects:

- **CREATIVITY & INNOVATION:** The uniqueness of the service in terms of innovation, coupled with the exploration of new usage frontiers.
- **VERSATILITY:** Ability of the service to be adjusted according to the needs of the event.
- **ADAPTATION TO CHANGE:** Imposed by the global health emergency and the consequent disruption of traditional live communication formats.
- **EFFECTIVENESS AND RESULTS:** Added value brought to the event (e.g., simplifying traditional processes and, thus, optimizing resources).

JURY'S CODE OF ETHICS

Jury members will be committed to a Code of Ethics based on the following principles:

- Each Jury member is selected according to his/her professional skills and experience in the event marketing industry;
- Jury members will assess and vote honestly and without preconceived ideas, respecting the evaluation and selection criteria, defined in the rules and regulations of the awards;
- To avoid conflict between Jury members and candidates, jurors who represent a company cannot vote for projects by their own company. Jurors who represent an association and/or an agency cannot vote for projects submitted by their own agency and/or by a competing agency from their own country;
- If there is any personal conflict that may influence a Jury member's objectivity in voting, he/she will inform the President and/or Vice President of the Jury and not participate in the voting of the project.

ENTRY PROCEDURES AND MATERIAL

To enter the Best Event Awards, register online and complete the form on www.beaworldfestival.com, in the "Event Awards" section. No other submission methods will be accepted.

The information and the video uploaded on the platform will be used for the event's data sheet on the Festival's website (www.beaworldfestival.com), and by the Jury for the evaluation of the projects during both phases of online and plenary voting. The 20-second video, will be screened during the awards ceremony in the event of a first prize being won.

In case of an event participating in multiple categories, different materials can be provided for each category. Each video must, as far as possible, detail the information relating to the single category in which the event is enrolled.

Entries MUST be received by 15 October, 2022, at 18:00 CET. No deadline extensions will be allowed.

MANDATORY MATERIAL

- Online form duly completed in English, with all information regarding the event/service necessary for assessment by the Jury.
- Video showcasing the event/platform or digital service (LONG VERSION): 3 minutes max (MP4 file - L1920px H1080px; 150MB max.). If not originally in English, it is recommended that this video features a voiceover and/or subtitles in English. This version will be used by the online Jury and for the Live Presentations.

N.B.: music used for all video content must be free from copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.

- Video showcasing the event (SHORT VERSION): 20 seconds max. (MP4 file - L1920px; H1080px; 150MB max.). No voiceover/subtitles; however, music is allowed. This version will be shown during the ceremony if winning any of the Festival's awards.
- Logo of the organising company (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
- Logo of the corporate client (PNG, no background, high resolution 300 dpi, 1024x1024px min.).
- Pictures of the event/platform or digital service (JPG, high resolution 300 dpi, 1024x768px min.).

N.B.: The online voting platform utilises a white background. Please, do not upload logos purposely created for dark backgrounds.

TREATMENT AND PUBLICATION OF ENTRIES

The participant declares and confirms:

- that the information provided is truthful and accurate;
- that the material submitted is its exclusive property, it complies with legal provisions, there are no outstanding third-party rights (intellectual property rights, moral rights, or rights to protect personal data of third parties), which in any case oppose the transmission and publication of such material and the full and free use and disposal of the same for purposes strictly connected to the competition;
- to have previously obtained consent and release in compliance to current legal provisions regarding the use and publication of all material, and therefore neither the material nor the related publication by ADC Group will result in the violation of any third-party rights;
- to be aware that by submitting the material and by accepting these conditions and terms of participation, it grants ADC Group the right to use and publish said material (copy, videos, images, etc.) for purposes strictly related to the competition;
- that responsibility for the publication of such material, albeit accepted and moderated for publication by ADC Group, is and remains its sole responsibility.

AWARDS ENTRY FEES

Entering each event in the competition entails the payment of an entry fee, as described below. The entry fee includes the publication of the entrant's material on the Bea World Festival website.

	Early Bird Fee (until 31 Jul @ 18:00 CEST)	Standard Fee (until 15 Oct @ 18:00 CET)
One/First Category	€ 550	€ 700
Each Additional Category	€ 350	€ 500

N.B.: kindly note that entrants who fail to submit all due material by the specified deadline dates will be required to pay the difference in fee (only payable via bank transfer) to meet the fee correspondent to the new deadline window (e.g., from Early Bird fee to Standard fee). Entrants that do not complete full payment and/or fail to upload all material by 20 September, 2022, will not be evaluated by the Jury, losing the chance to compete for the Awards.

EARLY BIRD FEE applies until 31 July, 2022, at 18:00 CET.

STANDARD FEE applies from 31 July, 2022, at 18:01 CET, to 20 September, 2022, at 18:00 CET.

EXAMPLES BASED ON THE STANDARD ENTRY FEE:

Example A: 1 event entered in 1 category = € 700 (first category)

Example B: 1 event entered in 2 categories = € 700 (first category) + € 500 (additional category)

Example C: 2 events entered in 1 category each = € 700 (first category) + € 700 (first category)

DELEGATE PASS FEES

Access to the Festival is allowed only upon the purchase of a Delegate Pass. Further information regarding costs and promotions will be soon made available on the event's website www.beaworldfestival.com

REPLICA TROPHY

Winners who wish to receive an extra copy of the trophy/trophies, should send an email with their request to barbara.rosselli@adcgroup.it. The following fees apply:

1ST PRIZE (METAL TROPHY)

1 trophy	€ 600
2 trophies	€ 1,000
3 trophies	€ 1,300
≥ 4 trophies	€ 400 each

2ND & 3RD PRIZE (PLEXI TROPHY)

1 trophy	€ 300
2 trophies	€ 400
3 trophies	€ 500
≥ 4 trophies	€ 150 each

PAYMENT TERMS AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline of each fee window (i.e., 31 July for Early Bird fee; 15 October - final deadline). After registering your user ID and password on the Bea World website, you will be able to select your preferred payment method:

CREDIT CARD

Directly on the Bea World website

BANK TRANSFER

Account: ADC Group Srl

Bank: Banca Intesa Sanpaolo

BAN: IT59P0306909457100000005772

BIC (Swift): BCITITMM

Object: Bea World 2022 + [number of entries] + [name of the organisation]

CONTACTS

For commercial information regarding entering the Awards:

Barbara Rosselli

barbara.rosselli@adcgroup.it

Tel. +39 333 6409496

For registration issues regarding the Awards:

Ilaria Scapolo

ilaria.scapolo@adcgroup.it

Tel. +39 348 9263816

APPENDIX - BUSINESS INDUSTRIES

Please refer to this list when selecting the Client Company's industry in the online event entry form:

Banks and Insurance Companies

Banks; construction companies; credit cards; current and savings accounts; mortgages and loans; investment companies; personal insurance plans; car insurance; pensions and pension plans; real estate investments; real estate developments; financial dealerships and leasing.

Bathroom/House Cleaning/Pharmaceutical

Clothing detergents; fabric softeners; dishwasher detergents; cleaning products; air-fresheners; toothpastes; toothbrushes; mouthwashes; toilet paper; sanitary napkins and tampons; tissues; diapers; OTC drugs and tablets; medicines; vitamins and herbal products; food supplements; insect repellent products; plasters; skin remedies; anti hair loss lotions; condoms; pregnancy tests; other pharmaceutical products; contact lenses; hearing aids.

Beauty

Shaving products and razors; hair brushes; combs; wigs; hair removal products; make-up products; skin care; nail products; perfumes; eau de toilette and aftershave; deodorants and body sprays; shampoos and conditioners; hair spray; gel products; mousses; hair dyes; shower soap and shower gel; sun creams and tanning products; hair dryers; hair straighteners; curlers;

Beverages (Alcoholic/Non-Alcoholic)

Beer (incl. non-alcoholic beer); cider; alcopops; wine; champagne; liqueur wines; spirits; liqueurs; coffee; tea; chocolate and malt beverages; flavoured milk; carbonated drinks; vegetable and fruit juices; mineral waters.

Cars and Other Vehicles

Cars; jeeps and four-wheel drives; pick-ups; lorries; vans; motorbikes; tires; spare parts; GPS and other navigation systems; service companies; workshops; car dealerships.

Clothing and Accessories

Day wear; evening and nightwear; underwear; tights and stockings; footwear; sportswear; children's clothing; fabrics for clothing and sewing materials; jewellery; watches; bags and suitcases; belts; sunglasses and spectacle frames.

CSR/Purpose

Sustainability; purpose; diversity & inclusion.

Distribution and Catering

Department stores and specialised shops; clothing and footwear stores; store cards; supermarkets; DIY stores; pharmacies; opticians; hairdressers; beauty salons; tattoo parlours; laundry services; real estate agencies; photo processors; online stores; online auctions; restaurants and bars; fast food chains; cafes; grocery stores.

Electronic and Audio/Video Appliances

Televisions; Hi-Fi equipment; CD and mini-disk players; MP3 players; computers; laptops; tablets; DVD and Blue-ray players; video players; cameras; camcorders; binoculars; personal telephone equipment including smartphones (please note that mobile phone providers must register in the "Telecommunications" category); washing machines; dryers; dishwashers; fridges; freezers; ovens; microwave ovens; cooking appliances; kitchen appliances.

Entertainment and Leisure

Clubs; amusement parks and theme parks; gyms; health and diet; sporting events; music festivals; orchestras and instruments; exhibitions and shows; discos; bars; museums; art galleries; cinemas and theatres; sports and outdoor sporting facilities; bicycles; boats and caravans; toys; board games; computer games and consoles (e.g., PlayStation; Xbox; Wii; etc.); lotteries; gambling; toys; dating services; social media networks (e.g., Facebook).

Food/Confectionery and Snacks

Meat; fish; seafood; soups; gastronomic specialties; cured meats; fruit and vegetables; rice; pasta; pizza; sauces; mayonnaise; vinegar; oil; spices; herbs; pre-cooked and ready meals; baby food and powdered milk; eggs; milk; cheese; cream; butter; margarine and spreads; chocolate; sweets; chewing gum; crisps; snacks; dry fruit and peanuts; sweet and savoury bars; cakes; biscuits; crackers; sugar; jam and marmalade; honey; peanut butter; syrup; bread; rusks; flour; baking ingredients; breakfast cereals; yoghurt and drinking yoghurt; desserts; ice cream.

Home (Furnishings/Accessories)

Home and garden furniture; glasses; cutlery and crockery; bed and table linen; bathrooms; showers and sanitary facilities; home decoration; wall and floor coverings; doors and windows; radiators; air conditioners; lamps; torches; watches; home security products; smoke detectors; tools; garden tools.

Non-Profit/Social

Anti-smoking; anti-drugs; anti-drink driving; road safety; health; hygiene; AIDS awareness; gambling addiction; political and religious messages; trade unions; associations; environmental awareness; recruitment of government forces; public, racial and ethnic education; disability and gender equality awareness; charity; funds; blood and organ donation.

Public Interest Services

Yellow Pages; directories; postal services; electricity, gas, and water companies; alternative energy companies; gas stations; public & private healthcare & clinics; public & private schools and universities; correspondence courses; private practices (e.g., legal, architectural, landscape services); informatics; ICT.

Publishing and Media

Newspapers; magazines; books; vinyl records; CDs; DVDs; Blue-ray discs; radio and TV stations; networks and programmes; cable providers; satellite TV; VOD.

Telecommunication

Telecommunications services; telephone service providers; Internet service provider.

Travel, Transport, and Tourism

Airlines; trains and buses; ferries and cruise ships; travel agencies and tour operators; hotels; resorts; car rental; travel passes, tourist boards; city and country promotion.

Various

Pet food and pet care products; gifts and greeting cards; pens and personal stationery products; tobacco & associated products; B2B products/services (including recruitment agencies, advertising, production companies); conference and events services; any other category not mentioned.