

**EVENT VENUE:** **Capacity ≤ 1000**

**AWARD**

Submission Form

**AWARD DESCRIPTION**

The Event Venue: Capacity ≤ 1,000 Award recognises venues that, configured theatre-style in their largest event space, have a capacity of 1,000 or less people inclusive, and that do not offer an onsite accommodation option.

**ELIGIBILITY**

This Award is open to event venues such as convention centres, function centres, academic sites, sporting stadiums, arenas, theatres, museums/galleries, community centres, libraries, casinos, restaurants, bars/nightclubs, clubs, breweries/wineries, zoos/aquariums, arboretums/gardens, and cruise vessels where the largest event space has a capacity of less than 1,000 inclusive theatre-style.

Excludes: Hotels with meeting facilities.

The National Winner of the Award will be eligible for MEA’s 2024 Company of the Year Platinum Award.

**GENERAL GUIDELINES**

Ensure that your submission is restricted to the qualifying period 1 January 2024 – 31 December 2024.

* Answer all the questions. There is a maximum word count for all answers that cannot be exceeded. After completing each question, indicate your word count.
* The examples provided are suggestions only that provide some guidance as to what the judges will be seeking. Do not simply answer each of these evidence types in order.
* If your evidence takes form in charts, video links or graphs, there is a separate area within the submission portal to add these. Videos must not be longer than 1-minute (60 seconds). Please indicate in your submission if you have included additional attachments outside of the form below.
* All applications must be made using the below submission form in either Microsoft Word or PDF format. No external or specialised branding may be used in lieu of this submission form.
* Judges’ feedback will be provided to applicants as soon as possible after the conclusion of the National Awards Ceremony.
* Judges do not want details of your financial accounts, but rather are seeking to understand how your business has operated during the qualifying period.
* All applications must be submitted prior to **Friday 14 February 2025 at 11:59pm AEDT.**

**SCORING**

How your submission is weighted:

* Business Planning & Resource Management – 20%
* Event Planning, Operations & Client Management – 30%
* Challenges & Responses – 20%
* Outcome & Evidence – 15%
* Contribution to the Industry – 5%
* Sustainability – 5%
* Final Statement – 5%

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| **NAME OF VENUE** |
| *Insert the venue’s name in the blank space provided. Please note, this will be the name displayed on all relevant marketing and trophies, should your application be successful.* | Insert name here |

**BUSINESS PROFILE**

This section is not scored during judging but acts as an overview to provide context of your submission in the judging process.

*Maximum word count for this section: 600*

1. **PROVIDE A GENERAL DESCRIPTION OF YOUR ORGANISATION AS IT RELATES TO EVENTS:**

*Examples could include but are not restricted to:*

* *Capacity of the venue for meetings*
* *Diversity of clients serviced, and any special cultural training undertaken by staff*
* *Location*
* *Number, size and range of events*
* *Range and diversity of projects undertaken*
* *Special considerations/services provided to events*
* *Types of products and services*

Type response here. Space will expand.

1. **PROVIDE INSIGHT INTO THE VENUE’S HISTORY OF INVOLVEMENT IN THE EVENTS INDUSTRY:**

*Examples could include but are not restricted to:*

* *Growth year on year*
* *Years of operation*

Type response here. Space will expand.

1. **DESCRIBE THE VENUE’S ORGANISATIONAL STRUCTURE, AS IT RELATES TO EVENTS:**

*Examples could include but are not restricted to:*

* *Extent of outsourcing*
* *Number of employees*
* *Number and type of relevant internal departments*

Type response here. Space will expand.

1. **BUSINESS PLANNING & RESOURCE MANAGEMENT**

*Maximum word count for this section: 900*

1. **Describe your business planning review process.**

*Examples could include but are not restricted to:*

* *How it is communicated to your team/organisation*
* *How often you review your business plan*
* *How you measure progress and performance*
* *How you structure the planning process (e.g. brainstorming workshops)*
* *Timeline/schedule*
* *Tools used (e.g. SWOT analysis)*
* *Who is involved (e.g. staff and/or external consultants)*

Type response here. Space will expand.

1. **Describe the ways you manage resources and staff to achieve the most effective outcomes over the qualifying period.**

*Examples could include but are not restricted to:*

* *Career pathing/succession planning*
* *Communication strategies*
* *How staff are consulted and involved*
* *Other resources that could include technology, specialist equipment or contractors and consultants*
* *Reward schemes*
* *Staff appraisals*

Type response here. Space will expand.

1. **EVENT PLANNING, OPERATIONS & CLIENT MANAGEMENT***Maximum word count for this section: 1,200*
2. **Provide insight into how you manage your clients.**

*Examples could include but are not restricted to:*

* *Budgeting and financial management*
* *Methods used in planning, both formal and informal*
* *Risk mitigation/crisis management*
* *Timeline/schedule/critical path/goal setting*
* *Understanding your clients and their objectives*

Type response here. Space will expand.

1. **Describe how you plan and deliver events within your venue.**

*Examples could include but are not restricted to:*

* *Management software*
* *Managing customer service including registration*
* *Managing risk and safety*
* *Resourcing and approach to roles and activities*
* *Staff briefing*
* *Systems and processes*

Type response here. Space will expand.

**3. CHALLENGES & RESPONSES**

*Maximum word count for this section: 900*

**Demonstrate your use of creativity, originality and innovation in managing challenges. Use up to 5 examples.**

*Examples could include but are not restricted to:*

* *Attracting new business*
* *Bidding*
* *Budget and time constraints*
* *Capital expenditure*
* *Client retention*
* *Competition/Competitor activity*
* *Fluctuation in demand and supply*
* *Level of services; how did the team go above and beyond in the delivery of service*
* *Marketing and brand awareness*
* *Staff retention, career pathing/succession planning*
* *What technology was adopted during periods of restrictions or in-person events?*

Type response here. Space will expand.

**4. OUTCOME & EVIDENCE**

*Maximum word count for this section: 600*

1. **Share some of your staff’s achievements during the qualifying period.**

*Examples could include but are not restricted to:*

* *Awards (corporate, team and individual)*
* *Financial success*
* *Improved management/staff relationships*
* *Repeat business*
* *Staff retention rates*
* *Successful staff initiatives*
* *Succession planning*
* *Winning new business*

Type response here. Space will expand.

1. **Provide evidence of your client/customer satisfaction. In addition to this, please upload one client/key supplier testimonial as a PDF to the submission portal.**

*Examples could include but are not restricted to:*

* *Increased client referrals*
* *Feedback from a specific event*
* *Business from media exposure*
* *Improvements in marketing outcomes*

Type response here. Space will expand.

**5. CONTRIBUTION TO THE INDUSTRY**

*Maximum word count for this section: 300*

**Describe how your activities have contributed to the growth and professionalism of the events industry overall.**

*Provide evidence for contributions within MEA and other industry organisations during the qualifying period, such as:*

* *Global partnerships/memberships*
* *Involvement in industry panels or committees*
* *Involvement with your local destination marketing organisation/tourism office*
* *Mentoring*
* *Participation in industry forums or focus groups*
* *Presentations at industry briefings, workshops, webinars, conferences (physical or virtual)*
* *Published articles/columns in industry publications*

Type response here. Space will expand.

**6. SUSTAINABILITY**

*Maximum word count for this section: 300*

**Outline the sustainability policy that you implement within your organisation.**

Type response here. Space will expand.

**7. FINAL STATEMENT**

*Maximum word count for this section: 300*

**Summarise your submission and let us know why you should win the 2024 Event Venue: Capacity ≤ 1000 Award.**

Type response here. Space will expand.