

# Best New Agency

---

**OVERVIEW:** This new award is designed to recognise and celebrate an outstanding newcomer to the agency market that has been operating for less than three years. We want to know what makes your business stand out from the crowd in the competitive UK event agency sector. Judges will look for an agency that has built up strong brand awareness, is disrupting and challenging the status quo, winning business, and delivering exceptional events for clients. Entries should provide evidence of creativity and innovation in your agency and the projects you deliver and include two case studies of your best work.

## COMPANY OVERVIEW:

1. Please include an overview of your agency, including staff numbers, office locations, type of events you deliver (including live/virtual split and key industry sectors), and financial performance over the past year.
2. Why did you decide to launch a new agency? Did you see a gap in the market for new services or skills?
3. How has your business/team evolved since launch and over the past year? Have you expanded, launched new services, or made any other changes?
4. How do you attract & retain the best talent? Please include details of your HR policies, including reward & recognition, training & education, flexible working, health & wellbeing, charitable work, DE&I etc.
5. What are you doing as a business to be sustainable and reduce your carbon footprint? Judges will look for an agency that values both the planet and people as well as profit.

## EVENTS & SERVICES

1. What makes you stand out from the crowd? What's your USP and why should clients work with you?
2. Have you created or launched any new event experiences or products over the past year?
3. How did you go over and above to deliver the best events and experiences for your clients in 2022? Have you retained clients because of delivering exceptional events? Have you won any new clients? (This information will be treated confidentially).
4. Include two short case studies of events delivered for clients, describing the objectives, delivery, results/ROI for each event, and client testimonials and delegate feedback.

## FUTURE OUTLOOK

1. How are you looking to build on your success in 2023 and beyond?
2. Are you investing in new skillsets or technology? Do you plan to launch any new products or services?
3. What is your financial forecast for the next 12 months?
4. What targets are you setting for your business when it comes to sustainability and DE&I?

**SUBMISSIONS:** Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission.

**You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting.** All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2022 and March 2023.**