

This award recognises organisations that build long-term client relationships through strong service, trust and consistent delivery.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

Overview (250 words max)	Briefly describe your venue, the types of events you host, and the scale you operate at.
Working with Event Organisers	How do you support organisers before an event? Include communication, planning, responsiveness and flexibility throughout the process.
Guest and Attendee Experience	How do you ensure attendees have a positive experience during events? Consider areas such as hospitality, comfort, accessibility, communication and overall experience.
Event Delivery and Problem Management	How do you ensure events run smoothly on the day, including managing staff, coordination and unexpected issues?
Venue Standards and Service Quality	Describe the standards, processes or training in place to maintain consistent service quality across events.
Results and Feedback	What feedback and results have you received? Include evidence such as organiser feedback, repeat bookings, reviews or attendee satisfaction.

Scoring (100 Points Total)

- Client Relationship Strategy: 20
- Service Consistency & Account Management: 25
- Client Engagement & Communication: 20
- Retention Results and Business Impact: 35

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on what you did and the results it delivered. Include data where possible.
- **Only the first 2000 words of your entry will be assessed.**
- There is a 10MB limit per file for supporting documents. Contact the awards team if needed.