



Business Events Venue of the Year

Recognises business events venues that demonstrate an excellent understanding of the market, exceeding the expectations of their clients and have a strategic plan for future development within this area, with clear goals.

Eligibility Criteria
<ul style="list-style-type: none"> Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.
<ul style="list-style-type: none"> Any business that hosts business events (meetings, incentives, conferences, exhibitions) e.g. hotels, conference centres, exhibition venues Clients may be exclusively from UK markets or also be from international markets Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then. <p>Businesses of all sizes can apply as this category is judged within the context and style of the business.</p>

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Business Name Give the name you use when promoting your business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Address		
Closures during judging period (the judging period runs from 25 th July to 30 th September)		
Promotional description		

<p>Provide a promotional description of your business.</p> <ul style="list-style-type: none"> • Focus on its strengths and stand out features • Write your description with regard to this category • This wording will be used in PR and awards literature if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 	
<p>Promotional images</p> <p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. embedded text or logos, a collage • Only include photos that you own the copyright for • If the photo requires a credit e.g. photographer, please provide details • These photos will be used in PR and awards literature if you are short listed as a finalist 	

Background	(Not scored)
<p>Briefly outline the story of your business (250 words maximum).</p>	
<p><i>Judges will be looking for:</i></p> <ul style="list-style-type: none"> • Length of time business has been under current ownership • Target market(s) and typical customer profile • Key milestones in developing the business • Indication of size of business 	

<ul style="list-style-type: none"> Number of staff employed, if any
<p>List any awards, ratings and accolades received in the last two years, relating specifically to business events. Include the title, awarding body, level and date achieved.</p>
<p><i>For example:</i></p> <ul style="list-style-type: none"> Successes in this competition and the VisitEngland Awards for Excellence Conference and Incentive Travel (C&IT) Awards AIM (Meetings Industry Association Accreditation)
<p>There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).</p>

Online Presence & Reviews (Scored)	
<p>Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions.</p>	
Website	
Social Media Platforms	
Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles	
Online Review Sites	
Provide specific links to any customer review listings for	

your business e.g. TripAdvisor, Booking.com, Google, Euan's Guide	
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Question 1 – Your Recent Improvements	(Scored)
Tell us about up to five ways in which you have developed your business and/or improved the experience for business events clients and delegates over the last two years (300 words maximum).	
<p><i>Judges will be looking for:</i></p> <ul style="list-style-type: none"> • Expansion, upgrade of facilities, enhancements to your services • Promotional initiatives e.g. new website • Improving the skills of you and your team • Sustainability and accessibility improvements • Reasons for making the improvements e.g. based on customer feedback • Approximate date of improvement 	
1.	
2.	
3.	
4.	
5.	
Links to relevant supporting evidence online (optional):	

Question 2 – Your Top Qualities	(Scored)
Tell us about up to five ways in which your business is impressive in meeting the needs of business events clients and delegates compared to your competitors (300 words maximum).	
<p><i>Judges will be looking for what makes you unique, such as:</i></p> <ul style="list-style-type: none"> • Approach to supporting clients to ensure success in their events (e.g. maximise their Return on Objectives (ROO)) 	

<ul style="list-style-type: none"> • Use of local suppliers, including food & drink offer centred on locally sourced produce • Innovative marketing and PR, including partnerships with other businesses • Services to help clients plan and deliver their events e.g. providing a meeting design expert • Flexibility of venue to create usable space • Facilities and welcome for people with a range of accessibility requirements • Managing and improving environmental, social and economic impacts
1.
2
3.
4.
5.
Links to relevant supporting evidence online (optional):

Question 3 – Your Results	(Scored)
Thinking of how you measure success, tell us about three successes from the last year (300 words maximum).	
<i>Judges will be looking for:</i> <ul style="list-style-type: none"> • Percentage increase in conversion of enquiries, sales, customer satisfaction and wastage reduction • Increase in repeat business • Business generated from marketing activity • Growth of social media following and engagement 	
1.	
2.	
3.	
Links to relevant supporting evidence online (optional):	

Question 4 – Your Future Plans**(Scored)**

Tell us about **three** ways you will develop and promote your business for business events clients and delegates over the next year (300 words maximum).

Judges will be looking for:

- Expansion, upgrade of facilities, enhancements to your services
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency
- Sustainability and accessibility improvements

1.

2.

3.

Links to relevant supporting evidence online (optional):

Terms & Conditions of Entry

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