



EUROPEAN BEST EVENT AWARD 2026

JURY WORK GUIDELINES: EUROPEAN BEST EVENT AWARD 2026

THE WORLD'S MOST TRUSTED COMPETITION FOR EVENTS

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1. CONTEXT OF THE ORGANISATION

1.1. THE VISION OF THE EUROPEAN BEST EVENT AWARD

Our vision is to be Europe's most distinguished platform for celebrating groundbreaking events and experience-driven marketing.

1.2. THE MISSION OF THE EUROPEAN BEST EVENT AWARD

Our mission is to promote professionalism, excellence, and effectiveness within the European meetings industry. We recognise and reward projects that deliver measurable results and contribute meaningfully to client success. Beyond return on investment, we honour events that demonstrate responsibility toward the environment, society, and event participants.

1.3. THE GOALS OF THE EUROPEAN BEST EVENT AWARD COMPETITION

1. Besides celebrating the events industry, our competition has seven main goals:
2. Bring together a trusted jury of event professionals and clients
3. Make sure every project is judged fairly and clearly
4. Choose the winners based on both jury and audience votes (80/20 split)
5. Create a space for open talks between agencies and clients
6. Help raise the skills and knowledge in the European meetings industry
7. Support events that care for the planet, people, and participants
8. Attract at least 100 event entries every year

And of course, all this while having fun and celebrating the power of live experiences!

1.4. BRIEF HISTORY OF THE COMPETITION

15 years of recognising the best events in Europe:

- **2012** – First competition for the best events in Slovenia, organised by Kongres Magazine
- **2013** – First winners announced at the Conventa Trade Show
- **2014** – Introduction of the main event categories: B2B, B2C, and Crossover
- **2015** – Competition becomes an integral part of the Conventa Crossover summer festival
- **2016** – International jury introduced; focus expands to the region of New Europe
- **2017** – Innovative evaluation model introduced, including live audience voting
- **2018** – Launch of a transparent three-phase evaluation model (jury 80%, audience 20%)
- **2019** – International jury expands to 20 members
- **2020** – First hybrid edition of the competition, adapting to pandemic conditions
- **2021** – Largest festival to date held alongside Conventa in Ljubljana
- **2022** – Return to the traditional August format and venue
- **2023** – Record-breaking number of entries; competition opens to projects from across Europe
- **2024** – Introduction of themed evaluation criteria (e.g., sustainability, innovation, inclusivity); jury diversity reaches an all-time high
- **2025** – Strategic repositioning of the award as a benchmark for excellence in experience marketing; launch of a digital archive of winning projects

Legacy in numbers:

BEA World Festival — since 2009 (19 editions as of 2026)

EBEA Conventa Best Event Award — since 2012 (15 editions as of 2026)

1.5. ELIGIBILITY & EVIDENCE

Eligibility window

- Events must take place between 1 January 2025 and 17 July 2026 (inclusive).
- Live, hybrid, and digital formats are all eligible.

Re-entry rules

- Projects that competed in the previous edition are not eligible.
- A substantially revised edition of the same recurring event may enter if the concept and/or results clearly differ from last year (the organiser must demonstrate what changed).

Disclosure & rights

- Entrants must disclose the role of all partners and confirm they hold the rights to all submitted assets (including music, images, video, and trademarks).
- Any AI- or tool-assisted content used in the event or in the entry must be clearly disclosed (what was generated/assisted, how it was used, and why).

Conflicts of interest must be declared during submission.

2. PROJECT GOVERNANCE

2.1. EBEA AWARD EXECUTIVE BOARD

The Executive Board is the supreme governing body of the competition. It provides strategic direction, ensures transparency, and safeguards the integrity of the award process.

Structure:

Director of Toleranca marketing: *Gorazd Čad*

Director of the Slovenian Convention Bureau: *Fredi Fontanot*

Director of the Ljubljana Convention Bureau: *Jan Oršič*

Representative of the Slovenian Tourist Board: *Karmen Novarlič*

Representative of the Slovenian Advertising Association: TBD

Mandate and functioning:

The Executive Board is composed of an odd number of members and meets at least once per year.

- Core responsibilities include:
- Approving the members of the international jury,
- Defining the key guidelines of the competition,
- Overseeing the strategic positioning of the award before the start of marketing activities for the upcoming edition.

The meeting is convened by the organiser no later than two months after the conclusion of the competition and following the evaluation of the current edition's results.

2.2. EBEA AWARD ADVISORY BOARD

The Advisory Board supports the Executive Board with expert insights and ensures that the perspectives of different stakeholders are represented.

Structure:

President of the international jury: *Angeles Moreno*

Representative of event agencies: to be named in 2026

Representative of corporate clients 1: to be named in 2026

Representative of corporate clients 2: to be named in 2026

Representative of association clients: to be named in 2026

Representative of European event alliances 1: to be named in 2026

Representative of European event alliances 2: to be named in 2026

Mandate and functioning:

The Advisory Board complements the work of the Executive Board by bringing in perspectives from the wider meetings and events industry.

It acts as a consultative body, providing recommendations on:

- Jury composition and diversity,
- Trends and best practices in the event industry,
- Strengthening the credibility and international positioning of the competition.

Members are appointed for a fixed term and meet on an ad-hoc basis, either virtually or in person, as required by the competition cycle.

2.3. JURY PRESIDENT

The Jury President is nominated from among the international jury members and appointed for a non-renewable mandate of three years.

Responsibilities:

- Define transparent and measurable goals for the jury process.
- Safeguard the credibility, impartiality, and professionalism of the International Jury.
- Guarantee ethical standards and the integrity of decision-making throughout all phases of evaluation.
- Act as an impartial facilitator of deliberations, ensuring that all voices are heard.
- Exercise the Golden Vote exclusively in the event of a tie.

To preserve focus on integrity, the operational flow of jury sessions is led by a professional moderator. This allows the Jury President to concentrate fully on ensuring fairness, transparency, and adherence to the Code of Conduct.

2.4. A JURY SECRETARIAT

The Jury Secretariat is established to provide administrative, organisational, and technical support to the international jury.

Responsibilities:

- To coordinate communication between the jury and the organiser,
- To collect, verify, and distribute all competition entries and related documentation,
- To ensure the confidentiality and transparency of the evaluation process,
- To prepare the minutes, reports, and official records of jury meetings and deliberations
- To assist the Jury President in ensuring compliance with the rules and procedures of the competition.

3. INTERNATIONAL JURY

3.1. STRUCTURE OF JURY MEMBERS

The composition of the jury is aligned with the vision of guaranteeing the highest standards of quality, transparency, and credibility of the competition. Accordingly, the jury must consist of a minimum of 22 members, appointed as follows:

- 10 jury members shall be appointed solely based on their professional competence, in line with the evaluation structure of the competition (e.g. one expert in sustainability, one in production, one in creativity, etc.).
- 2 jury members shall be past winners of the Grand Prix Award.
- 10 jury members shall represent clients, including at least 2 from associations, 2 from international organisations, and the remainder from corporate companies.

Jury composition & diversity: Clear KPIs for nationality, gender, and seniority balance. All jurors must have real event-making experience; complementary profiles welcome.

Profile	Number of members	Core competences	Structure
Professional Experts	10	Recognised specialists with deep domain knowledge. Evaluate complex projects with authority, precision, and fairness.	1. Creative Director – creativity, innovation, participant experience 2. Tech & Digital Expert – innovation, technology, participant experience 3. Marketing Strategist – relevance, communication, overall impression 4. Economist / ROI Analyst – relevance, results, overall impression 5. Operations & Logistics Pro – execution, risk & resilience 6. Sustainability Specialist – sustainability, legacy 7. Sociologist / Impact Analyst – relevance, legacy, participant experience 8. Festival Producer – creativity, innovation, execution 9. Corporate Events Specialist – results, communication, brand activation 10. International Industry Rep – overall impression, balancing voice
Past Grand Prix Winners	2	Proven track record of excellence. Provide benchmarks, inspiration, and best practice insights.	11. Winner 2025 12. Winner 2024
Client Representatives	10	Strong grasp of ROI, brand, and participant needs. Bring market-driven, client-focused perspective.	13. Association Representative 1 14. Association Representative 2 15. International Organisation Representative 1 16. International Organisation Representative 2 17. Corporate Representative 1 18. Corporate Representative 2 19. Corporate Representative 3 20. Corporate Representative 4 21. Corporate Representative 5 22. Corporate Representative 6
Complementary Profiles	2	Offer strategic and analytical views. Connect events with wider industry and societal trends. Must understand event realities.	23. Consultant / Industry Analyst 24. Academic / Thought Leader (e.g. sociology, marketing, cultural studies)
TOTAL:	24		
Eligibility: All members must have hands-on event-making experience; complementary profiles are welcome if they understand agency and client realities.			

Appointment of the jury

The award management undertakes to appoint the new Jury no later than two months after the conclusion of the current edition of the competition (and in any case no later than 15 November of the same year).

3.2. QUALITY OF JURY MEMBERS AND THEIR MANDATE

Jury members are renowned and experienced event professionals, competent in evaluating the competition segment of the Conventa Crossover festival in accordance with the values of the European Best Event Award competition.

As of 2025, the mandate of Jury members is limited to a maximum of three (3) years. A mandate may not be renewed consecutively to ensure independence, rotation, and the continuous inclusion of fresh perspectives.

The composition of the jury shall be regularly rotated to guarantee diversity in expertise, geographical representation, and gender balance. Former jury members may be re-appointed after a minimum one-term break.

3.3. JURY COMPETENCE AND SELECTION

The Executive Board shall nominate only jury members with sufficient experience, professional standing, and know-how to make expert and credible evaluations of projects. Members must demonstrate proven expertise in events, communications, marketing, or related fields.

Each nomination must be supported by:

- a short CV with references,
- a professional headshot photograph.

Representatives of clients and event agencies shall be invited annually to submit suggestions for new jury members by the set deadline.

3.4. JURY FUNCTIONING AND DUTIES

The jury shall always be composed of an odd number of members to ensure clear voting outcomes.

Jury members must participate in all evaluation phases, including:

- the preliminary assessment of submitted projects,
- the selection of finalists,
- live presentations and pitching sessions,
- final deliberations and the selection of winning projects.

A jury member who fails to participate in the full process without a valid justification may be excluded from future appointments.

3.5. CONFIDENTIALITY AND DATA PROTECTION

All jury members are entrusted with the safeguarding of confidential data, project materials, and deliberations. To this end:

- Jury members must sign a binding contract covering impartiality, confidentiality, and conflict-of-interest provisions.
- Any conflict of interest must be declared in advance. Jury members with conflicts of interest shall abstain from evaluating the affected entry.

Breach of these obligations shall lead to immediate dismissal and potential exclusion from future juries.

3.6. RENEWAL AND CONTINUITY

At the conclusion of each edition, existing jury members may be invited to continue for another term, subject to the rotation rules. The renewal process shall be completed in alignment with the overall governance of the competition, ensuring continuity while introducing new perspectives.

4. PLANNING AND COORDINATING JURY WORK

4.1. JURY SECRETARY

The work of the jury is planned, coordinated, and supervised by the Jury Secretary, a designated member of the organising team of the competition.

The Jury Secretary is responsible for:

- ensuring that the jury operates in line with the provisions of this Procedure Manual,
- supporting the Jury President in upholding the integrity of the competition,
- guaranteeing that the evaluation process is conducted efficiently, transparently, and in compliance with agreed guidelines.

The Jury Secretary acts as the central point of coordination between the organiser, the jury, and the participating agencies.

The jury work is planned and supervised by a member of the organisational team of the competition - a Jury Secretary responsible for adhering to the guidelines set forth in this Procedure Manual. In addition, their task is to ensure the jury's work is efficient in all phases of the competition.

4.2. KEY TASKS OF THE JURY SECRETARY

The main responsibilities of the Jury Secretary include:

- Planning and scheduling: Preparing a timeline and work plan for all phases of the jury's activities.
- Communication: Acting as the liaison with agencies submitting projects and ensuring jury members receive all necessary documentation promptly.
- Monitoring and reporting: Overseeing the evaluation process and reporting regularly to the Jury President on the progress and integrity of jury deliberations.
- Advisory role: Supporting the Jury President in interpreting the competition's guidelines, rules, and policies to ensure their consistent application.
- Documentation: Preparing and maintaining official records of the evaluation process, including consolidated scoring sheets and reports of jury decisions.
- Archiving: Safeguarding, documenting, and securely archiving all competition materials and Jury-related data for future reference and audit.

An important task of the Secretariat is to inform all jury members about the rules of evaluation and to ensure the official signing of the **Code of Conduct**.

4.3. IMPARTIALITY AND CONFIDENTIALITY

The Jury Secretary shall remain impartial at all times and is bound by the same confidentiality and data protection rules as the jury members. The Jury Secretary shall have no voting rights in the evaluation process.

5. JURISDICTIONS OF THE JURY PRESIDENT

5.1. APPOINTMENT

The Jury President shall be appointed from the existing jury members by the Executive Board of the competition.

5.2. RESPONSIBILITIES

The Jury President serves as the guarantor of the credibility, integrity, and ethical standards of the jury's work. Their primary responsibilities include:

- Coordinating and supervising the work of the jury,
- Ensuring that all jury members have equal opportunities to express their professional opinions,
- Setting additional operational guidelines when necessary, provided these remain consistent with the official evaluation criteria of the competition,
- Preparing official reports on jury activities and outcomes,
- Representing the jury's decisions publicly, safeguarding their credibility and ethical foundation

5.3. AUTHORITY DURING DELIBERATIONS

The Jury President may request a repetition of voting at any stage of the evaluation process. The Jury President may require a jury member to justify their assessment of a project to ensure transparency and accountability.

5.4. THE GOLDEN VOTE

In the event of a tie, the Jury President shall have the right to a decisive vote (the "Golden Vote"). This prerogative shall only be used to resolve deadlocked decisions.

5.5. AUTHORITY DURING DELIBERATIONS

The Jury President must conduct all activities ethically, impartially, and transparently. If the Jury President is personally involved in a project under evaluation, they must:

- refrain from participating in discussions and voting on that project,
- delegate the use of the Golden Vote to an independent jury member, nominated by the jury and approved by the Executive Board. The substitute jury member must not represent an organisation or agency competing in the competition.

6. SELECTION OF FINALISTS

6.1. GENERAL PRINCIPLES

The jury shall review and evaluate all submitted projects in a fair, impartial, and transparent manner. All assessments must strictly follow the official competition criteria and be carried out exclusively through the designated digital judging platform.

Introducing the new awards platform

Starting with the 2025 edition, the European Best Event Award will be hosted on the Creative Force Platform. This intuitive system is designed to make submitting, reviewing, and judging entries easier, faster, and more transparent than ever.

Participants and jury members alike will benefit from a seamless user experience, enhanced reliability, and secure data handling throughout the entire evaluation process.

Scoring of submitted projects

The jury members evaluate the projects according to the following scale:

Final Mark	Percentage	Type of project
9.1 - 10.0	91 - 100	Outstanding project
8.1 - 9.0	81 - 90	Excellent project
7.1 - 8.0	71 - 80	Very good project
6.1 - 7.0	61 - 70	Good project
5.1 - 6.0	51 - 60	Average project (meets minimum criteria)
less than 5.0	51 - 60	The project does not qualify for the final

6.2. PHASES OF JURY WORK

The jury work shall take place in three interconnected phases:

Phase 1: PRELIMINARY EVALUATION AND SELECTION OF FINALISTS

In the first phase, each jury member independently evaluates the assigned projects. To ensure both quality and consistency of assessment, each jury member shall evaluate no fewer than 25 and no more than 30 projects.

Projects are scored on a scale from 1 (lowest) to 10 (highest) according to the following 12 criteria:

CT1: Creativity: Assessment of the originality and uniqueness of the concept and its alignment with the target group.

Key question: Does the event introduce fresh and original approaches that open new horizons in event organisation?

CT2: Relevance: The degree to which the event meets the needs of the target group, including measurable achievements and participant involvement.

Key question: Does the event effectively address the needs of its target group with measurable outcomes and active involvement?

CT3: Innovation: Evaluation of innovative approaches in event organisation, content, programme design, and technical support, including regionally new practices.

Key question: Does the event demonstrate meaningful innovation in design, content, or technical execution?

CT4: Execution: Professionalism and effectiveness in project management, human resources, partnerships, and logistical delivery.

Key question: Was the event delivered with professionalism, effective management, and flawless logistics?

CT5: Results: Achievement of the project's stated objectives relative to the resources invested, including assessment of Return on Investment (ROI) and added value.

Key question: Did the event achieve its stated objectives and deliver tangible value relative to the resources invested?

CT6: Event communication: Contribution of the event to the client's long-term communication and marketing strategy, as well as the positioning of the organiser.

Key question: Did the event strengthen long-term communication, marketing impact, and brand positioning?

CT7: Sustainability: Integration of sustainable principles and actual implementation of concrete sustainability measures.

Key question: Were sustainability principles effectively implemented with measurable impact?

CT8: Legacy: Long-term impact, benefits, and broader social influence of the event.

Key question: Did the event leave a lasting positive legacy with long-term social, cultural, or industry impact?

CT9: Overall impression: A holistic assessment of the event's originality, creativity, and added value.

Key question: What is the jury's overall impression of the event's distinctiveness and quality?

New criteria in 2026:

CT10: Use of technology: Assessment of the application of new technologies, digital tools, and hybrid approaches in shaping the participant experience.

Key question: Did the event use technology innovatively and effectively to enhance the participant experience?

CT11: Participant experience & engagement: Evaluation of the overall journey and emotional impact for participants.

Key question: Did the event create an engaging, inclusive, and memorable experience for participants?

CT12: Risk management & resilience: Assessment of how the event anticipates and manages risks (safety, unforeseen circumstances, crisis communication) and ensures resilience in challenging conditions.

Key question: Was the event well-prepared to manage risks and demonstrate resilience under challenging conditions?

Each criterion carries equal weight. Scores are aggregated automatically by the evaluation platform to generate the overall project ranking.

A predetermined number of top-ranked projects shall advance to the finalist stage. The Jury President, in consultation with the Jury Secretary, verifies the integrity and correctness of the scoring process before the announcement of finalists.

In the event of a tie affecting the selection of finalists, the Jury President may request a re-evaluation or exercise the Golden Vote as outlined in Section 5.4.

The minimum threshold score for becoming a finalist in 2026 is **6.01**. The threshold for subsequent years is set annually at the jury meeting.

Jury Commitments & KPIs

To guarantee credibility and active participation, jury members are expected to meet the following commitments:

- Minimum 90% attendance at live pitches.
- 100% participation in voting.
- Actively motivate and support projects from their own country to ensure diversity of entries.
- Contribute to at least one media or promotional activity connected to the Award.
- Optional recognition of “Best Jury Contribution” to highlight exemplary engagement.

Recommendation: The Secretariat should regularly monitor these KPIs and provide a brief performance review at the closing jury meeting. This strengthens accountability, ensures equal contribution, and supports the continuous professionalisation of the jury.

NEW IN 2026: Category reassignment & budget category

- The organiser may re-assign an entry to a more suitable category to ensure fairness.
- To compare projects of different scales, entrants select a budget category (S/M/L). Jury scores remain strictly criteria-based, while budget categories serve solely for contextualisation and for eligibility in specific special award shortlists.

Phase 2: IN-PERSON JURY WORK ACCORDING TO THE 80:20 MODEL

The in-person evaluation of submitted events follows the 80:20 model, ensuring both expert assessment and audience participation. The final winner is determined based on an average score calculated after live pitching and voting have concluded:

- 80% of the final score comes from the jury.
- 20% of the final score comes from the audience, who vote for their favourite project after the live presentations.

Jury selection for live pitching

Each event is evaluated by a three-member jury, formed with attention to both gender balance and content-related diversity. The composition of the individual jury groups is prepared carefully to avoid any conflicts of interest.

The jury is assembled immediately after the announcement of the finalists.

Live presentations (Pitching)

Each finalist is given 4 minutes to present their event to both the jury and the public audience. To encourage creativity and allow flexibility in presentation style, the 4 minutes may be used in one of the following ways:

- Play a 2-minute video and speak for 2 minutes.
- Deliver a 4-minute spoken presentation (optionally speaking over a video).
- Use the 4 minutes freely — through performance (e.g., dance, singing, drawing, etc.) — provided the time limit is respected.

Jury Q&A

After the 2-minute pitch, each jury member may pose questions to the presenter. The presenter is granted an additional 5 minutes to respond. Questions should be concise and relevant to the evaluation criteria, while answers should provide further clarification and highlight the event's unique value.

Jury reporting

Each three-member jury group is responsible for preparing notes and recording their observations during the live voting session. These notes should highlight the strengths, weaknesses, and distinctive features of each presentation. The purpose of this reporting is to provide a structured basis for discussion at the jury meeting, ensuring that the decision-making process reflects both individual impressions and collective insights. Reports may be delivered orally or in written form, as determined by the Jury Secretary.

After the pitching sessions, a short debrief is organised to revisit the rules, clarify any open questions, and allow limited replays of presentations if needed. On the following morning, the jury convenes for a longer, structured deliberation (3–4 hours), ensuring thorough discussion before final voting.

For the Grand Prix, Best Agency, and Crossover Awards, voting is conducted through a sealed-envelope procedure, opened by the Jury President together with two appointed jury members, to reinforce transparency and trust in the process.

Audience voting

Audience voting will take place immediately after the pitching session in each category, using the official event evaluation system. Voting is anonymous and restricted to one vote per audience member to ensure fairness and transparency. The collected votes will be securely processed, verified, and automatically integrated into the final score, contributing 20% of the overall evaluation in accordance with the 80:20 model. All voting data will be organised and circulated to jury members by the Secretariat prior to the jury meeting.

IMPORTANT: To qualify for the audience award, each project must receive at least 25% of the votes from all participants present (for example, if there are 120 participants, this means at least 30 votes). Only entries that reach this threshold will be considered in the final ranking.

PHASE 3: SELECTION OF WINNERS AT A JURY MEETING

After the second phase concludes, the jury will convene for an official meeting to determine the winners. The process is conducted in several stages, ensuring fairness, transparency, and consistency in line with the competition rules.

7. JURY MEETING PROTOCOL

This protocol defines the procedures and principles governing jury meetings. Its purpose is to ensure fairness, transparency, and efficiency in the decision-making process, while safeguarding the integrity and independence of each jury member.

7.1. CATEGORIES OF WINNERS

MAIN CATEGORIES

In each main category, the top three projects are awarded (1st, 2nd, and 3rd place), based on the combined scores from the jury and the public (80:20 model).

- **AW1: B2B winner**
- **AW2: B2C winner**
- **AW3: B2E winner**
- **AW4: Crossover winner**
- **AW5: Best Slovenian Event winner**

Final decision: The winners are determined by the total number of points assigned to each project. The jury reviews and confirms the scores before official approval.

IMPORTANT: The jury may alter the final results only in cases where the difference between individual projects is equal to or less than 0.15, which is considered the standard deviation of scores. This rule applies exclusively to the allocation of second and third place. For first place, the mathematical calculation is binding.

SUBCATEGORIES

Awards in subcategories are presented only if at least three projects compete within a given category. In each subcategory, only one winner is recognised.

- **SC1: Conference, Congress, Convention**
- **SC2: Trade Show / Exhibition / Fair**
- **SC3: Product or Service Launch**
- **SC4: Ceremony**
- **SC5: Press Event**
- **SC6: Festival**
- **SC7: Sports Event**
- **SC8: Cultural / Music Event**
- **SC9: Roadshow**
- **SC10: Internal Training / Education Event**
- **SC11: Teambuilding Event**
- **SC12: Internal Celebration**
- **SC13: Pop-Up Event**
- **SC14: Brand Activation**
- **SC15: CSR / Non-Profit Event**
- **SC16: Guerrilla Marketing Event**

Novelty in 2026:

- **SC17: Incentive/Reward Trip**
- **SC18: Luxury/Lifestyle Event**
- **SC19: Public Institution / Government Event**
- **SC20: Grand Show / Spectacle Ceremony**

Final decision: Winners are determined strictly by the number of points assigned to each project. The jury is required to review and formally confirm the results before their official announcement.

IMPORTANT: Each special award category recognises only a single project. There can be only one winner per category.

SPECIAL AWARDS

Winners in the Special Award categories are selected through independent jury voting. These awards recognise outstanding achievements that go beyond the main and subcategories.

- **SA1: GRAND Prix Award**
- **SA2: AUDIENCE Award**
- **SA3: Best EVENT AGENCY**
- **SA4: Best in CREATIVITY**
- **SA5: Best in CORPORATE SOCIAL RESPONSIBILITY**
- **SA6: Best USE OF TECHNOLOGY**
- **SA7: Best IN COMMUNITY BUILDING AND ENGAGEMENT**
- **SA8: Best SUSTAINABLE EVENT / PLANET POSITIVE EVENT AWARD**
- **SA9: Best IN STRATEGIC COMMUNICATION**
- **SA10: RISING STAR AWARD**

Novelty in 2026:

- **SA11: Best LOW BUDGET / COST-EFFECTIVE EVENT (threshold: budget under €60,000).**
- **SA12: Best EVENT FORMAT INNOVATION**

Final decision: The final decision is based on jury deliberation and voting. While the number of points assigned to projects is considered as one of the criteria, the ultimate decision rests with the jury.

IMPORTANT: Each special award category recognises only a single project. There can be only one winner per category.

The following additional recommendations are introduced to further strengthen transparency, fairness, and the overall quality of deliberations:

- Mandatory attendance at finalist presentations – all jury members must be present during finalist presentations and pitching sessions to ensure equal context for final discussions.

- Jury briefing – A mandatory jury briefing session (online or in-person) prior to evaluations will align expectations, scoring standards, and commitments.
- Structured moderation of discussions – jury discussions shall be time-moderated to ensure all voices are heard. If necessary, anonymous (silent) ballots will be used for sensitive decisions.

TECHNICAL INSTRUCTIONS FOR THE JURY ROOM

To ensure smooth, professional, and efficient jury work, the following technical requirements must be met:

- **Room size and layout** – The jury room must be sufficiently spacious and well-equipped for concentrated work. Considering the number of jury members, the minimum recommended size is 60 m². Tables and seating should be arranged to allow clear sightlines and effective communication among all members.
- **Professional moderator** – The organiser must provide a professional moderator responsible for timekeeping, structured facilitation of discussions, and ensuring all voices are heard.
- **Technical support** – A qualified technician must be present in the room at all times to guarantee immediate access to all technical materials (e.g., video replays of finalist entries, presentation slides, or supporting documents).
- **Audiovisual setup** – The room must include a high-quality projection screen or LED wall, a reliable sound system, microphones for all jury members if needed, and a stable internet connection for accessing the judging platform.
- **Privacy and confidentiality** – The room must be isolated from public access and soundproofed where possible to ensure confidentiality of discussions. Recording of deliberations is strictly prohibited unless formally approved for archiving purposes.
- **Comfort and concentration** – Adequate lighting, ventilation, and comfortable seating must be provided. Refreshments (water, coffee/tea, light snacks) should be available throughout the sessions to maintain focus.
- **Support materials** – Each jury member must have access to printed or digital summary sheets of the finalists, comparison tables, and personal note-taking space.
- **Security of materials** – All documents, ballots, and technical devices used in the room must remain under the control of the Jury Secretary and be collected and archived after the sessions.

Minimum AV: 4K display/LED or 10k-lumen projector, reliable audio, clicker, countdown timer visible to presenters, redundant playback (HDMI + backup).

7.2. JURY MEETING PROCEDURE

The jury convenes within two hours after the competition to allow sufficient time for the preparation of scores and all materials necessary for effective deliberation.

In practice, the jury meeting may take place:

- At 19:00 on the day of the live pitching, which concludes at 17:00 (07 September 2026), or
- The following day after the live pitching, between 08:00 and 13:00 (08 September 2026).

The decision regarding the exact timing of the meeting lies exclusively with the Jury President.

IMPORTANT: The competition organiser shall appoint a professionally trained moderator to lead the jury meeting and ensure a smooth and effective decision-making process.

Jury work is conducted through six mutually connected phases:

Phase 1: Anonymous voting for special jury awards

Immediately after the competition, jury members cast their votes for the special jury awards (SA1 – SA10) by completing an anonymous ballot. The ballots are then sealed in envelopes and submitted to a special committee appointed by the Jury President.

Phase 2: Confirmation of winners in the main categories

Jury members confirm the winners in the main competition categories (B2B, B2C, B2E, Crossover, and Best Slovenian Event). The decisive factor is the final score, calculated from the combined evaluation of the jury and the audience. The jury may only deliberate on adjusting the ranking for second and third place if the difference between projects falls within the 0.15 rule. Voting is decided by the absolute majority. In the event of a tie, the Jury President shall cast the Golden Vote.

Phase 3: Voting for winners in subcategories

Organisers present to the jury the projects that received the highest scores in each subcategory. The top three events are showcased, from which the jury votes to select the absolute winner. In each subcategory, only one winner is announced.

IMPORTANT: Prior to voting, the expert jury member assigned to a specific field presents their professional opinion and recommendation for the winner to the other jury members. The expert roles within the jury are designated at the time of its appointment.

Phase 4: Voting for the special jury awards

The Jury President opens the voting for the winners of the individual categories, based on the anonymous ballots submitted by all jury members prior to the jury meeting. From the top three proposals, the jury votes to decide on the final winner.

Phase 5: Voting for the best event agency winner

The formula for calculating the best agency is based on the number of awards the agency has won in the competition. The scoring is as follows:

- 3rd place: 1 point
- 2nd place: 2 points
- 1st place: 3 points

The winner is determined on the basis of the agencies' total score. The jury confirms the decision by voting, with all jury members who have a direct conflict of interest with an agency being excluded from the vote.

Phase 6: Jury voting for the Grand Prix winner

The competition organisers present to the jury the 3 projects that achieved the highest total score, based on both the jury's evaluation and the audience's rating.

The jury selects the projects that are true game-changers, meaning that the jury's decision also serves as a clear message to participants about the trends and future directions of the industry.

7.3. ADDITIONAL AWARDS

The jury reserves the right to present additional awards to projects competing in special categories if a justified reason exists. Furthermore, the jury may also decide not to grant an award to any project. Awards may be withheld if the jury determines that the quality of the projects is significantly lower compared to other categories.

8. TRANSPARENCY OF THE JURY WORK

8.1. SELECTION AND EVALUATION PROCESS

- The process of selecting finalists is strictly confidential. It is carried out with the support of a dedicated award program and the technical team.
- The final score of each project is determined as the average of all jury members' evaluations.

8.2. CONFLICT OF INTEREST AND ABSTENTION

- Jury members must refrain from evaluating any project in which they are personally involved, projects submitted by their agency, or projects from agencies with which they cooperate.
- Furthermore, jury members must abstain from evaluation if they perceive any personal conflict of interest or doubt regarding their impartiality.

8.3. COMMUNICATION OF RESULTS

- Voting results are communicated to the Jury President and the Jury Secretary prior to the commencement of the second phase (live voting).
- The individual decisions of jury members concerning the confirmation of the finalist list may be reviewed collectively by all jury members at a meeting following the live voting.

8.4. PRESENTATION OF RESULTS

- During the jury meeting, the final evaluation results, presented according to the 80:20 model, together with the average score of each project, are disclosed to all jury members.
- The results are presented in a structured format, categorised according to the main competition categories.

8.5. JURY DELIBERATIONS AND VOTING PROCEDURE

- The final list of projects serves as the basis for jury deliberations regarding the winners.
- Following the discussion, the jury determines the winners in each category by a show of hands.
- In the event of a tie or in cases deemed contentious by the Jury President, a confidential vote may be conducted. For this purpose, the organisers shall prepare individual voting ballots for each category.

8.6. CONFIDENTIALITY AND DATA PROTECTION

- All preliminary voting results, individual jury members' scores, and the content of jury discussions are strictly classified.
- Jury members, representatives of the organising team, the Jury Secretary, and the technical team are obliged to protect and maintain the confidentiality of this information.

8.7. DISCLOSURE OF WINNERS

- Until the official award ceremony, knowledge of the winners is restricted exclusively to the Jury President, the jury members, the Jury Secretary, and one representative of the organising team.

8.8. FINALITY OF DECISIONS

All decisions of the jury are final, binding, and not subject to appeal. No further correspondence or discussion regarding the outcomes will be entertained.

9. OFFICIAL RECORD ABOUT THE JURY WORK

9.1. DOCUMENTATION AND ARCHIVING

A representative of the organisational team shall prepare an official record of the jury proceedings. This record serves as a supplementary archive to the digital data stored on the computer server, ensuring accuracy, transparency, and long-term traceability of the evaluation process.

9.2. REPORTING RESPONSIBILITIES

Upon the conclusion of the jury work, the Jury President and the representative of the organisational team, in cooperation with the technical team, shall prepare a comprehensive report on the jury's activities. Data on individual jury votes will be provided by a designated employee to ensure consistency and reliability.

9.3. COMPLETION DEADLINE

The official record must be finalised and submitted within ten (10) days after the conclusion of the voting.

10. CODE OF CONDUCT & LOBBYING RULES

10.1. INTEGRITY AND INDEPENDENCE

Act honestly, impartially, and independently at all times. Base all decisions exclusively on the official evaluation criteria and the merits of each project. Refrain from allowing personal preference, external influence, or commercial interests to affect judgment.

10.2. CONFIDENTIALITY

Treat all entry materials, jury discussions, and results as strictly confidential. Do not share, publish, or discuss entries outside official jury sessions. Maintain confidentiality even after the competition has concluded.

10.3. CONFLICTS OF INTEREST

Declare any real or potential conflict of interest before evaluations begin. Abstain from scoring or discussing any project where such a conflict exists. Immediately notify the Jury President and Secretary if a conflict arises during deliberations.

10.4. ZERO LOBBYING RULE

Entrants must not contact or attempt to influence jury members. Any such attempt must be reported to the Jury President. Jury Members may not promote or oppose projects outside formal sessions. Any violation of this rule may lead to sanctions, including exclusion of the project concerned and dismissal of the jury member involved.

10.5. RESPECT AND COLLEGIALLY

Treat fellow jury members, organisers, and participants with respect, fairness, and courtesy. Ensure that discussions remain professional, constructive, and inclusive of all voices. Recognise diversity of opinion and aim for consensus through dialogue, not dominance.

10.6. COMMITMENT AND ATTENDANCE

Attend all mandatory briefings, evaluations, live pitches, and deliberations in full. Prepare thoroughly by reviewing all entry materials in advance. Understand that unjustified absence may lead to exclusion from current and future jury service.

10.7. PUBLIC COMMUNICATION

Do not disclose, announce, or suggest results before the official award ceremony. Avoid public statements that could undermine the impartiality or credibility of the competition. When speaking publicly about the award, reflect positively on its values and reputation.

10.8. ETHICAL RESPONSIBILITY

Serving on the jury is a position of trust and responsibility. Breaches of this Code may result in sanctions, including dismissal and permanent exclusion from future juries.

10.9. COLLECTIVE RESPONSIBILITY

The ethical promise is not only an individual obligation but also a collective one. The jury as a whole must demonstrate unity in upholding ethical standards, thereby ensuring that the results of the evaluation are transparent, trustworthy, and beyond reproach.

11. COMPLAINTS

11.1. FILING A COMPLAINT

If there are reasonable doubts that the jury has breached any of the stipulations in this Procedure Manual, a formal complaint must be submitted to the organisers no later than fifteen (15) days after the award ceremony. The complaint must be made in writing and should clearly state the grounds and include supporting evidence.

11.2. HANDLING OF COMPLAINTS

The organisers are obliged to review and address the complaint within seven (7) days of its receipt. Following a thorough analysis of the evaluation data and related documentation, the organisers shall present their conclusions to both the jury and the complainant.

The possible outcomes are as follows:

- Complaint refuted: the organisers inform the complainant of the process and provide justification for the decision.
- Breach by one or more jury members: if it is established that one or more jury members disregarded the stipulations and regulations outlined in this document, the organisers propose that the Jury President impose sanctions on the offenders.
- Breach by the Jury President: if it is established that the Jury President disregarded the stipulations and regulations set forth in this document, the organisers propose that the Jury

President be relieved of their duties. In such a case, the jury members are empowered to make the final decision regarding further actions.

11.3. SANCTIONS

Sanctions against jury members found in breach of this Procedure Manual may include, but are not limited to:

- a formal written warning;
- temporary suspension from jury duties;
- permanent exclusion from serving on the jury in future editions of the competition;
- in severe cases, public disclosure of the breach to safeguard the credibility of the competition.

The severity of sanctions must be proportionate to the gravity of the breach and decided in accordance with the principles outlined in Section 10 (Ethical Promise).

11.4. FINALITY OF DECISIONS

The decisions of the organisers regarding complaints are final, binding, and not subject to appeal.

12. POST-EVALUATION FEEDBACK

As part of the finalist selection process, all jury members commit to providing concise post-evaluation feedback. The purpose of this feedback is to foster the continuous improvement of projects and to provide constructive insights that applicants can use in future editions.

The organisers will compile and forward the consolidated feedback to all applicants within 14 days after the competition.

The feedback report will include at minimum:

- Strengths – what was most appreciated and stood out positively.
- Opportunities for improvement – recommendations on how the project could be further developed or refined.
- General comments – optional notes on innovation, sustainability, participant experience, or other aspects relevant to the competition's values.

Feedback must be concise (3–5 sentences per project), respectful in tone, and focused on professional development rather than criticism. Each project will receive 3–5 bullet comments, mapped to the most relevant evaluation criteria and auto-extracted from jury forms where possible.

In addition, agencies may request an optional 10-minute debrief call with the organisers to clarify feedback and exchange key learnings. Capacity for calls is limited and handled on a first-come, first-served basis.

13. EXPLANATION OF CATEGORIES FOR JURY MEMBERS

MAIN CATEGORIES

	WHO	WHAT	WHY
AW1: B2B Event winner	Business professionals and decision-makers: clients, partners, investors, associations, industry experts	Product launches, business conferences, trade shows, exhibitions, networking events, roadshows, partner summits	To raise brand awareness, facilitate business deals, build professional networks, and showcase innovation in business communication
AW2: B2C Event winner	General public and consumers: individuals, fans, local communities, tourists	Music & arts festivals, sports events, public celebrations, product launches, fairs, gastronomy & wine festivals, destination events	To inspire and engage audiences, strengthen brand-consumer relationships, and create memorable shared experiences
AW3: B2E Event winner	Employees and internal stakeholders of a company or organisation: staff, teams, leadership groups	Kick-offs, internal conferences, training sessions, anniversaries, celebrations, team buildings, incentive programmes	To boost employee engagement, reinforce company culture, and support professional and personal growth
AW4: Crossover Event winner	Both corporate and consumer audiences are combined in one bold concept	Charity galas, CSR projects, brand activations, experiential marketing campaigns, pop-up events, large-scale product launches, hybrid formats	To push creative boundaries, blending professionalism with public appeal, and to show the power of events that transcend traditional categories

AW4: Crossover Event winner	Both corporate and consumer audiences are combined in one bold concept	Charity galas, CSR projects, brand activations, experiential marketing campaigns, pop-up events, large-scale product launches, hybrid formats	To push creative boundaries, blending professionalism with public appeal, and to show the power of events that transcend traditional categories
AW5: Best Slovenian Event winner	Slovenian audiences, both professional and consumer	Events of all formats organised in Slovenia	To recognise excellence, creativity, and impact in Slovenia's event industry

SUBCATEGORIES

	WHO	WHAT	WHY
SC1: Conference, Congress, Convention	Professionals, delegates, associations, industry experts	Scientific congresses, annual conferences, international conventions	To share knowledge, present innovations, and connect professional communities
SC2: Trade Show / Exhibition / Fair	Industry professionals, buyers, investors, exhibitors	Trade fairs, expos, industry showcases	To present products/services, generate leads, and strengthen market visibility
SC3: Product or Service Launch	Business clients, media, consumers	New product rollouts, tech/service launches, showroom openings	To create awareness, attract media attention, and drive sales
SC4: Ceremony	VIP guests, stakeholders, and communities	Award shows, inaugurations, gala evenings, commemorations	To recognise excellence, celebrate milestones, and reinforce reputation

SC5: Press Event	Journalists, influencers, media partners	Press conferences, media briefings, press trips	To secure coverage, deliver clear messages, and build credibility
SC6: Festival	General public, fans, tourists	Music, arts, film or food festivals, multi-day cultural fairs	To celebrate culture, attract tourism, and create memorable experiences
SC7: Sports Event	Athletes, fans, sponsors, and local communities	Tournaments, championships, amateur competitions, marathons	To inspire communities, promote healthy lifestyles, and showcase sports brands
SC8: Cultural / Music Event	Artists, audiences, cultural institutions	Concerts, musicals, public cultural events, theatre premieres	To showcase creativity, preserve heritage, and foster cultural exchange
SC9: Roadshow	Clients, partners, local markets	Touring presentations, product showcases, promotional tours	To reach new markets, activate brands locally, and build relationships
SC10: Internal Training / Education Event	Employees, teams, HR departments	Workshops, training sessions, educational seminars	To upskill staff, build competencies, and foster organisational growth
SC11: Teambuilding Event	Employees, company teams	Outdoor challenges, collaborative tasks, and team activities	To strengthen collaboration, motivation, and trust
SC12: Internal Celebration	Employees, internal community	Anniversaries, year-end parties, kick-offs, and award nights	To celebrate success, reward staff, and build company culture

SC13: Pop-Up Event	Consumers, fans, urban communities	Pop-up shops, temporary installations, immersive brand spaces	To surprise audiences, create buzz, and test new formats
SC14: Brand Activation	Consumers, customers, influencers	Experiential activations, interactive campaigns, sampling events	To build emotional connections, raise awareness, and drive engagement
SC15: CSR / Non-Profit Event	Communities, donors, beneficiaries, NGOs	Charity galas, awareness campaigns, fundraising events	To create social impact, raise awareness, and mobilise support
SC16: Guerrilla Marketing Event	General public, media, consumers	Flash mobs, street stunts, viral experiential actions	To disrupt expectations, generate buzz, and capture attention through creativity
SC17: Incentive / Reward Trip <i>(NEW 2026)</i>	Employees, business partners, top clients	Incentive travel, reward trips, motivational journeys	To reward achievement, strengthen loyalty, and inspire performance
SC18: Luxury / Lifestyle Event <i>(NEW 2026)</i>	High-net-worth individuals, lifestyle communities, luxury brands	Fashion shows, exclusive launches, VIP hospitality, lifestyle showcases	To elevate brand prestige, create exclusivity, and drive aspiration
SC19: Public Institution / Government Event <i>(NEW 2026)</i>	Citizens, government bodies, institutional stakeholders	National ceremonies, civic celebrations, EU/UN institutional events	To strengthen civic engagement, foster trust, and promote policy or institutional goals
SC20: Grand Show / Spectacle Ceremony <i>(NEW 2026)</i>	General public, live and broadcast audiences, sponsors	Mega-shows, opening/closing ceremonies, stadium spectacles	To create a large-scale impact, generate media attention, and showcase national or brand identity

SUBCATEGORIES

	WHO	WHAT	WHY
SA1: Grand Prix Award	The event with the highest overall jury score across all categories	To recognise the single best event of the year, setting a benchmark for excellence	Any project, regardless of category
SA2: Audience Award	The event with the highest score from audience voting	To highlight public opinion and celebrate the event that resonates most with participants	Any finalist project
SA3: Best Event Agency	The agency whose events achieve the highest combined jury scores	To reward consistent excellence and innovation across multiple projects	Event agencies (multi-project entrants)
SA4: Best in Creativity	The event that achieved the highest jury score in creativity	To celebrate originality, bold concepts, and fresh ideas	Projects showcasing innovation in design, content, or format
SA5: Best in Corporate Social Responsibility	The event with the strongest sustainability score	To encourage eco-friendly practices and sustainable event design	Projects demonstrating measurable environmental impact
SA6: Best Use of Technology	Outstanding CSR or non-profit event	To reward events that deliver meaningful social benefit and responsibility	NGOs, associations, or companies delivering CSR projects
SA7: Best in Community Building & Engagement	The event that made the most effective use of new technologies	To promote digital innovation and hybrid solutions in event experiences	Projects with strong use of event tech, apps, AI, VR/AR, streaming, etc.
SA8: Best Sustainable Event / Planet Positive Award	Culturally significant event that created or united a community	To recognise events that foster connection, belonging, and long-term engagement	Festivals, cultural, CSR, or community-driven projects

SA9: Best in Strategic Communication	Event excelling in clear, creative, and effective communication as part of a brand narrative	To highlight strategic thinking and impactful communication outcomes	Brand activations, product launches, corporate communication projects
SA10: Rising Star Award	Newcomer event or emerging agency showing exceptional creativity and potential	To encourage young talent and highlight future leaders in event design	First-time projects, new agencies, or young teams
SA11: Best Low Budget / Cost-Effective Event <i>(NEW 2026)</i>	Agencies, clients, SMEs, startups	Events delivered with budgets under €60,000	To reward creativity and impact achieved with limited resources
SA12: Best Event Format Innovation <i>(NEW 2026)</i>	Agencies, organisers, creative directors	Projects pioneering new formats, structures, or hybrid approaches	To recognise innovation that redefines event experiences

14. ETHICAL PLEDGE FOR JURY MEMBERS

EUROPEAN BEST EVENT AWARD

Jury Ethical Pledge

September 7 – 8, 2026

As a member of the international jury of the European Best Event Award, I recognise the responsibility and trust placed in me. By signing this pledge, I commit to upholding the highest standards of ethics, professionalism, and fairness throughout the evaluation process, in full alignment with the Code of Conduct & Lobbying Rules.

I pledge to:

- Act with integrity – base my evaluations exclusively on the official criteria, free from personal preference, external influence, or commercial interest.
- Maintain confidentiality – treat all entry materials, jury discussions, and results as strictly confidential, both during and after the competition.
- Declare conflicts of interest – disclose any real or potential conflicts openly and abstain from evaluating projects where such conflicts exist.
- Reject lobbying – neither seek nor accept attempts to influence my judgment from entrants, and immediately report any such attempts to the Jury President.
- Respect colleagues – contribute to discussions in a professional, constructive, and inclusive manner, ensuring that all voices are heard.
- Commit fully – prepare diligently, attend all mandatory phases of the competition, and respect time limits during evaluations.
- Protect credibility – avoid making public statements or suggesting results prior to the official award ceremony, and always represent the Award with integrity.
- Uphold collective ethics – recognise that my conduct reflects on the jury as a whole and that our decisions carry weight for the credibility of the industry.

I understand that any breach of this pledge may result in sanctions, including dismissal from the jury and exclusion from future editions of the competition.

Name of jury member: _____
Signature: _____
Date: _____