



MUSE
EVENT AWARDS

2027 ENTRY KIT

The Global Awards for
Events and Experiences

Your guide to award categories, eligibility, entry requirements and judging.

Entry Kit Overview

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ABOUT MUSE EVENT AWARDS

Recognition for the Achievements Behind Exceptional Events

The MUSE Event Awards is an international competition recognizing outstanding achievements across the global event industry.

The award celebrates complete events and experiences alongside the strategy, production, design, marketing, technology, sustainability, organizations, professionals, venues, destinations, and specialist contributions that bring them to life.

Launching in 2027, the inaugural edition brings the established MUSE legacy of international recognition to a dedicated global competition for events and experiences.

Who Should Enter?

The MUSE Event Awards welcomes eligible submissions from:

- Event organizers and producers
- Event and experiential agencies
- Brands and corporations
- Marketing and communications agencies
- Production and technical companies
- Designers and creative studios
- Technology providers
- Sustainability and accessibility specialists
- Associations and nonprofit organizations
- Public institutions and industry bodies
- Venue owners and operators
- Tourism boards and destination organizations
- Event teams, leaders, and professionals
- Clients, partners, and authorized representatives

Why Enter?

- | | | | |
|----|--------------------------------|----|---|
| 01 | Earn International Recognition | 02 | Strengthen Professional Credibility |
| 03 | Gain Global Visibility | 04 | Recognize the People Behind the Achievement |
| 05 | Build Your Industry Position | 06 | Become Part of the MUSE Legacy |

2027 Entry Periods

All deadlines are subject to the official closing time displayed on the entry platform

ENTRY PERIOD	DATES	FIRST ENTRY	ADDITIONAL CATEGORY
Early Bird	October 16–November 19, 2026	\$245	\$195
Regular	November 20–December 17, 2026	\$295	\$245
Final	December 18, 2026–January 14, 2027	\$345	\$295
Final Extension	January 15–February 25, 2027	\$365	\$315

How the Fees Apply

- **First Entry** is the fee for the achievement’s first category submission.
- **Additional Category** is the fee for each additional eligible category in which the same achievement is entered.
- Each category submission is evaluated independently.
- A one-time annual administrative fee of \$30 applies to the first paid entry submitted during the 2027 competition year.
- Entry fees are determined by the entry period in effect when payment is completed.
- Entrants may edit paid entries until the Final Extension Deadline on February 25, 2027.
- No acceptance fee is charged after an entry receives an award.
- Purchasing a MUSE Event Awards statuette is optional and does not affect official recognition.

Plan Before You Submit

Review the available main categories before beginning your entry. Select only the categories that provide the jury with a relevant and accurate context for evaluating the achievement.

Submitting the same achievement to multiple categories may be appropriate when it genuinely qualifies for each category and different aspects deserve independent recognition.

Eligibility

The principal activity, performance, services, improvements, or achievements presented for evaluation must relate to activity occurring on or after January 1, 2024.

Events and experiences must have been created, organized, produced, launched, delivered, or active during the eligibility period.

Organizations, teams, professionals, venues, and destinations may have been established before January 1, 2024. Earlier history may be included where necessary to provide context, but the entry must be supported primarily by eligible-period performance and evidence.

Recurring and ongoing achievements may be entered when relevant activity occurred during the eligibility period. The entry should clearly identify the edition, activation, phase, or period being evaluated.

Who May Submit an Entry?

An entry may be submitted by the organization, agency, brand, organizer, professional, venue, destination body, client, partner, or another authorized representative connected to the achievement.

The submitter must have permission to provide all names, information, results, images, documents, videos, links, and other materials included in the entry.

Eligibility

Multiple Categories

The same entrant or achievement may be submitted into multiple eligible categories when it genuinely qualifies for each and different aspects deserve independent recognition.

Each category is treated as a separate submission and evaluated independently. Entrants should tailor the Entry Brief and supporting evidence to the specific category selected.

Previous Recognition

Achievements that have received recognition from another award program may still be entered, provided they meet the MUSE Event Awards eligibility requirements.

Previous awards, reputation, client prominence, audience size, budget, or commercial scale do not automatically determine an entry's score.

Entry Accuracy

All submitted information must be accurate and appropriately attributed.

Claims involving attendance, engagement, financial performance, economic contribution, environmental impact, accessibility, audience response, or other results should include enough context for the jury to interpret them fairly.

Worldwide Eligibility

Entries are accepted from all countries. The achievement does not need to have been created or delivered in the same country where the entrant is based.

Entries and supporting information must be submitted in English.

How To Enter

01

Create Your Account

Register or sign in through the official MUSE Event Awards entry platform.

Use an email address that can be accessed throughout the competition and winner-notification period.

02

Select Your Category

Choose the main category, category group, and subcategory that provide the most appropriate context for evaluating the achievement.

The same achievement may be entered into additional eligible categories when each selection represents a genuine and relevant basis for evaluation.

03

Complete Your Entry Information

Provide the required entry details and prepare an Entry Brief of no more than 350 words.

The Entry Brief should explain the purpose, context, approach, execution, distinction, results, and evidence relevant to the selected category.

04

Add Your Supporting Materials

Upload or link the images, PDF documents, videos, and website materials that best demonstrate the achievement.

Supporting materials should help the jury understand or verify the entry. They should not be used to replace important information that belongs in the Entry Brief.

05

Review and Complete Payment

Review all names, titles, credits, claims, supporting materials, access instructions, and category selections before completing payment.

Payment must be completed before an entry can proceed to evaluation. Paid entries may continue to be edited until the Final Extension Deadline on February 25, 2027.

Before Completing Your Entry

Check that:

- ❑ The selected category accurately represents the achievement
- ❑ The eligibility period is clearly identified
- ❑ The Entry Brief does not exceed 350 words
- ❑ Important claims are supported by credible evidence
- ❑ Supporting files and links meet the published limits
- ❑ Passwords or access instructions are accurate, where required
- ❑ Confidential information is placed only in designated confidential fields
- ❑ All submitted materials are authorized for use
- ❑ Names, titles, organizations, countries, and credits are accurate

FIND THE RIGHT CATEGORY

Award Categories

The MUSE Event Awards recognizes achievements across ten main categories. Begin by deciding what you want the jury to evaluate.

01	02	03	04	05
Events For complete events and experiences evaluated according to their purpose, format, audience, delivery, distinction, and results.	Brand Experiences & Activations For complete events and experiences evaluated according to their purpose, format, audience, delivery, distinction, and results.	Event Production & Services For production, technical, operational, staging, scenic, exhibition, and specialist services contributing to event delivery.	Event Design & Creative For creative direction, identity, environmental, spatial, stage, scenic, exhibition, entertainment, and experience design.	Event Marketing, Communications & Strategy For strategies, campaigns, communications, audience acquisition, engagement, content, and digital promotion supporting events and experiences.
06	07	08	09	10
Event Technology For technology used to manage, deliver, enhance, personalize, measure, or provide access to events and experiences.	Sustainability & Accessibility For environmental, social, accessibility, inclusion, and responsible event achievements supported by credible action and results.	Agencies, Teams & Professionals For organizations, agencies, service providers, teams, leaders, and professionals demonstrating outstanding event-industry performance and achievement.	Venues & Destinations For venues and destinations evaluated through their event capabilities, facilities, infrastructure, services, support, experience, and results.	Regional & Industry Excellence For complete events and experiences demonstrating outstanding achievement within the regions where they were delivered or the industries they principally served.

Explore the Categories

Each main category contains category groups and subcategories that provide a more specific context for evaluation.

Review the complete category list before submitting. If no published subcategory accurately fits the achievement, select **New Category** within the most relevant category group and provide the requested proposal. A proposed category remains subject to review by the MUSE Event Awards team before judging.

WHAT DO YOU WANT THE JURY TO EVALUATE?

Choosing Your Category

Choose **Events** when you want the jury to evaluate an event or experience as one complete achievement within its format, purpose, audience, or scale.

Choose **Regional & Industry Excellence** when you want a complete event evaluated within the geographic region where it was delivered or the industry it principally served. The selected region or industry must materially shape the achievement—not merely describe it.

Choose a discipline-based category when you want the jury to focus on a particular contribution:

- Brand experience or activation
- Production or specialist services
- Design or creative achievement
- Marketing, communications, or strategy
- Technology
- Sustainability or accessibility

Choose **Agencies, Teams & Professionals** when an organization, team, leader, or professional is the principal subject being evaluated.

Choose **Venues & Destinations** when a venue or destination and its event capabilities are the principal subject being evaluated.

Choosing More Than One Category

An achievement may qualify for more than one category when different aspects deserve independent evaluation.

For example:

- A complete event may enter **Events**, while its production is entered separately under **Event Production & Services**.
- A brand activation may enter **Brand Experiences & Activations**, while its promotional campaign enters **Event Marketing, Communications & Strategy**.
- A complete event may enter **Regional Excellence** and **Industry Excellence** when both contexts materially shaped the achievement.
- A venue may enter according to both its size and its venue type when it meets the requirements for both categories.

Each submission should be tailored to the selected category. Repeating identical content without addressing what the category asks the jury to evaluate may weaken the entry.

New Category

Select New Category only when no published subcategory accurately represents the achievement.

You will be asked to propose a category name and briefly explain what you want the jury to evaluate. The MUSE Event Awards team will review the proposal and may approve it, place the entry in another suitable category, or request clarification before judging.

NEED HELP CHOOSING?

If two categories appear similar, identify the principal achievement you want recognized and select the category that gives the jury the clearest and most relevant evaluation context.

Preparing Your Entry

Entry Information

Prepare the following information before beginning:

- Selected main category, category group, and subcategory
- Entry title
- Entrant or organization name
- Client or commissioning organization, where applicable
- Country or region
- Entry Brief
- Additional credits
- Private-entry selection

Entry Title

Use a clear and accurate title that identifies the achievement being submitted.

Avoid adding award claims, promotional slogans, unnecessary capitalization, or category names unless they form part of the official title.

Entry Brief | 350 WORD LIMIT

The Entry Brief gives the jury the context and evidence required to evaluate the achievement. It is used for judging and is not published as part of the public winner profile.

Use the Entry Brief to explain:

- What the achievement is and who it was intended to serve
- Its purpose, objectives, and relevant context
- The strategy or approach used
- Important planning, decisions, challenges, or constraints
- How the achievement was executed
- What distinguished it within the selected category
- The results, impact, and supporting evidence
- Information directly relevant to what the selected category asks the jury to evaluate

Present the most important information clearly and directly. Avoid general promotional language, unsupported claims, or background that does not help the jury evaluate the achievement.

Preparing Your Entry

Present Results with Context

Results may be quantitative or qualitative, depending on the achievement.

Relevant evidence may include:

- Attendance, participation, or audience composition
- Engagement or satisfaction
- Client, organizer, visitor, or stakeholder response
- Commercial or operational performance
- Media, marketing, or communication outcomes
- Accessibility or inclusion outcomes
- Environmental performance
- Industry, community, cultural, or economic contribution
- Repeat participation, retention, or continued influence
- Professional, organizational, or team achievements

Where possible, explain the relevant period, scope, source, method, baseline, target, or point of comparison.

Independent verification is not generally required unless stated by a particular category, but submitted evidence should be credible and appropriately explained.

Tailor the Entry to the Category

The Entry Brief should explain why the achievement is relevant to the selected category.

If the same achievement is entered into multiple categories, adjust the Entry Brief and supporting evidence to reflect what the jury is being asked to evaluate in each submission.

Confidential Information

Confidential information should only be entered in designated confidential fields where available.

Do not include information or materials that the entrant is not authorized to disclose. Where exact figures cannot be provided, percentages, ranges, indexed results, anonymized examples, or other appropriate context may be used.

SHOW THE JURY WHAT MATTERS

Supporting Materials

Supporting materials should help the jury understand and verify the achievement. Select materials because they provide useful evidence—not simply because the maximum allowance is available.

SUPPORTING-MATERIAL LIMITS

UP TO

8

FILES IN TOTAL

MAXIMUM FILE SIZE

4 MB

PER FILE

UP TO

5

VIDEO OR
WEBSITE LINKS

MAXIMUM

3 MINS

PER VIDEO

- Supporting files may include images and PDF documents
- Maximum image dimensions: 1920 × 1080 pixels
- PDFs are provided only for jury evaluation and are not published
- A winner-profile thumbnail is optional during initial submission and may be added later

Images

Use images that clearly represent the achievement and help the jury understand its scale, design, environment, execution, audience experience, or results.

Avoid submitting multiple images that communicate essentially the same information.

PDF Documents

PDF documents may be used for supporting information such as:

- Results summaries
- Campaign or event overviews
- Plans, layouts, or technical information
- Research or measurement
- Accessibility or sustainability evidence
- Testimonials or stakeholder feedback
- Relevant reports or case materials

Keep documents focused and easy to review. The jury should not need to search through lengthy, unrelated material to identify the evidence supporting the entry.

Video and Website Links

Video may be used to demonstrate the event, experience, execution, atmosphere, interaction, technology, or other relevant elements that are difficult to communicate through still images.

Website links should direct the jury to relevant and accessible material. If a link requires a password or special access, provide accurate access instructions and ensure that access remains available throughout the judging period.

Authorization and Rights

The entrant must have the right to submit all supporting materials.

Do not include copyrighted, confidential, personal, client-owned, or third-party material unless the entrant is authorized to provide it for evaluation and related award administration.

HOW ENTRIES ARE EVALUATED

Judging

Each eligible entry is evaluated independently by an international jury with relevant professional expertise. Entries are assessed on their own merits against the official MUSE Evaluation Framework rather than ranked solely against one another.

Jurors evaluate the information and evidence submitted for the selected category. Relevant identifying information may be disclosed where the subject of the entry cannot be evaluated appropriately without it.

The MUSE Evaluation Framework

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- | | |
|----|--|
| 01 | Purpose & Relevance
The clarity of the achievement's purpose, objectives, intended audience, operating context, and relevance to the selected category. |
| 02 | Strategy & Approach
The strength of the thinking, planning, insight, concept, methodology, decisions, resources, or approach used to address the objectives. |
| 03 | Execution & Quality
The standard of implementation, coordination, craftsmanship, service, technical delivery, experience, and professional performance demonstrated. |
| 04 | Distinction & Excellence
The creativity, innovation, differentiation, expertise, character, leadership, responsiveness, or category-specific excellence demonstrated. |
| 05 | Results & Impact
The credibility and significance of the outcomes achieved, including audience, stakeholder, commercial, operational, environmental, social, cultural, professional, industry, or other relevant impact. |
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RECOGNITION LEVELS

85–100	75–84	65–74
PLATINUM WINNER	GOLD WINNER	SILVER WINNER

Entries scoring below 65 do not receive an award. A category may recognize multiple winners or no winners, depending on whether the entries meet the required standard.

Fair Evaluation

Prestige, reputation, budget, audience size, geographic prominence, famous clients, social following, organizational scale, architectural reputation, or previous awards should not determine an entry's score independently.

Jurors evaluate how effectively the achievement responds to its objectives, context, category, available resources, intended audience, and stated measures of success.

Conflicts of Interest

Jurors should not evaluate entries where a professional, financial, personal, or organizational relationship may affect impartiality. Such entries may be reassigned in accordance with the MUSE Event Awards judging procedures.

What MUSE Winners Receive

Every Platinum, Gold, and Silver Winner receives:

- Official MUSE Event Awards winner title
- Personalized digital winner certificate
- Official Platinum, Gold, or Silver winner badge
- Official winner listing and dedicated winner profile for public entries
- Essential award information displayed on the Winners Page for private entries, without publication of the Entry Brief or supporting materials
- Digital promotional materials
- Official press release template
- Eligibility to purchase the official MUSE Event Awards statuette

There is no acceptance fee.

Purchasing a statuette is optional and does not affect the winner's official recognition.

MUSE Grand Distinctions

The MUSE Grand Distinctions represent the highest honors of the MUSE Event Awards:

- Event of the Year
- Brand Experience of the Year
- Event Production of the Year
- Event Design of the Year
- Event Marketing of the Year
- Event Technology of the Year
- Sustainability & Accessibility Achievement of the Year
- Event Agency of the Year
- Event Professional of the Year
- Event Venue of the Year
- Event Destination of the Year
- Regional Event of the Year
- Industry Event of the Year

Only eligible Platinum-winning entries within the relevant category groups may be considered for a MUSE Grand Distinction.

Recipients are selected at the jury's discretion, and a distinction may be withheld when no eligible entry meets the required standard.

Entrants do not submit directly for a MUSE Grand Distinction. Consideration begins with receiving Platinum recognition in an eligible category.

Each MUSE Grand Distinction recipient receives a commemorative MUSE Event Awards statuette.

Selected Editorial Opportunities

Winning entrants may submit written interviews for editorial consideration on Muse.World. Selected winners may also be invited to contribute video interviews or other editorial materials.

Publication and promotion are subject to editorial review and are not guaranteed.

Final Submission Checklist

Use this checklist to review your submission.

Eligibility

- ☐ Verify that the achievement meets the January 1, 2024 eligibility requirement
- ☐ Clearly identify the edition, activation, phase, or performance period being evaluated.
- ☐ Check that the selected main category accurately represent the achievement.
- ☐ Verify that the entry genuinely qualifies for every additional category selected.

Written Entry

- ☐ Prepare the Entry Brief within 350 words.
- ☐ Explain the purpose, approach, execution, distinction, results, and evidence.
- ☐ Tailor the Entry Brief to the selected category.
- ☐ Support important claims with credible information or evidence.
- ☐ Use designated confidential fields for information that should not be published, where available
- ☐ Review all names, titles, organizations, countries, and credits.

Supporting Materials

- ☐ Upload no more than eight images or PDF documents in total.
- ☐ Confirm that each uploaded file is no larger than 4 MB.
- ☐ Confirm that every image is no larger than 1920 × 1080 pixels.
- ☐ Submit no more than five video or website links.
- ☐ Confirm that each submitted video is no longer than three minutes.
- ☐ Check that all links are active and accessible.
- ☐ Provide accurate passwords or access instructions where required.
- ☐ Remove materials that are repetitive, irrelevant, or unsupported.
- ☐ Verify that you are authorized to submit every file and link.

Final Review

- ☐ Check the spelling and accuracy of the entry title.
- ☐ Review the entrant, organization, client, and credit information.
- ☐ Check whether the entry should be public or private.
- ☐ Verify all results, claims, dates, and supporting information.
- ☐ Review the entry once more from the jury's perspective.
- ☐ Complete payment before the applicable deadline.



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Ready to Present Your Achievement?

Select the category that gives the jury the right context, prepare the evidence that demonstrates what was achieved, and enter the 2027 MUSE Event Awards.

CONTACT US

Email: info@museeventawards.com

