

2027 | OPEN WORLDWIDE

OFFICIAL ENTRY KIT

The Global Awards for
Events and Experiences

CHOOSE	THE RIGHT CATEGORY		
PREPARE	A CLEAR, EVIDENCE-LED ENTRY		
SUBMIT	WITH CONFIDENCE		

One Kit. Four Decisions.

Use this guide in sequence. Each section answers one decision an entrant must make before payment.

01

CHECK

Confirm eligibility

Who may enter, what achievements qualify, and the eligible period.

02

CHOOSE

Select the right category

Decide what you want the jury to evaluate.

03

BUILD

Prepare the evidence

Write the two entry texts and select only relevant support.

04

SUBMIT

Review and pay

Check every field, file, fee, permission, and category.

A USEFUL PRINCIPLE

The strongest entry is not the longest. It is the one that gives the jury the correct context, the clearest evidence, and no unnecessary work.

Present Your Achievement on an International Stage

The inaugural MUSE Event Awards extends the established MUSE identity into a dedicated global competition for events and experiences.

01 International Recognition

Position the achievement among outstanding work from across the global event industry.

02 Industry Credibility

Strengthen reputation with clients, partners, stakeholders, employees, and collaborators.

03 People Behind the Experience

Celebrate the strategists, creatives, producers, technologists, suppliers, and teams.

04 Marketing & Business Development

Use recognition across proposals, websites, public relations, recruitment, and presentations.

05 Global Visibility

Winning work may be featured through official winner, editorial, media, and social channels.

06 Meaningful Benchmarking

Be assessed against purpose, strategy, execution, distinction, and impact.

WHO SHOULD ENTER

- Event organizers, producers, and agencies
- Brands, corporations, and institutions
- Production, design, marketing, and technology specialists
- Agencies, teams, and event professionals
- Venues and destination organizations
- Clients, partners, and authorized representatives

Enter by the Current Deadline

The applicable fee is determined when payment is completed successfully, not when an entry is created or saved.

ENTRY PERIOD	DATES	FIRST ENTRY	ADDITIONAL
EARLY BIRD	16 OCT - 19 NOV 2026	\$245	\$195
REGULAR	20 NOV - 17 DEC 2026	\$295	\$245
FINAL	18 DEC 2026 - 14 JAN 2027	\$345	\$295
FINAL EXTENSION	15 JAN - 25 FEB 2027	\$365	\$315

ONE-TIME ADMINISTRATIVE FEE

US\$30 applies to the first paid entry submitted during the competition year.

Important Fee Information

- The category fee applies to every category submission.
- Winners are not charged an acceptance fee.
- An entry is official only after successful payment.
- Fees are non-refundable after successful payment, except where required by law.
- All \$ prices are charged in United States dollars.
- Entrants are responsible for taxes, bank charges, conversion costs, and third-party payment fees.

Who and What Can Enter?

Entries are open worldwide. Individual entrants must be at least 18 or otherwise legally capable of entering a binding agreement.

ELIGIBLE ACTIVITY

ON OR AFTER

1 JANUARY 2024 Delivered, completed, launched, or active

01 Complete Events

Live, virtual, hybrid, broadcast, and large-scale events.

02 Specialist Contributions

Brand experience, production, design, marketing, strategy, technology, sustainability, and accessibility.

03 Organizations & People

Agencies, specialist companies, teams, leaders, and professionals.

04 Places & Context

Venues, destinations, regions, and industry-specific excellence.

Essential Conditions

- Recurring or ongoing achievements are eligible when relevant work took place during the eligible period.
- Anyone submitting for an organization must be authorized to represent it.
- Entrants must hold the authority and permissions required for the achievement and every submitted material.
- The same achievement may enter multiple eligible categories; every submission is paid, judged independently, and tailored to its category.

THE CATEGORY ARCHITECTURE

Ten Divisions. One Global Standard.

Begin by deciding what you want the jury to evaluate. The category should set the correct context for the achievement-not simply describe the entrant's industry.

01 Events

02 Brand Experiences & Activations

03 Event Production & Services

04 Event Design & Creative

05 Event Marketing, Communications & Strategy

06 Event Technology

07 Sustainability & Accessibility

08 Agencies, Teams & Professionals

09 Venues & Destinations

10 Regional & Industry Excellence

Divisions 01-05

Each division contains focused category groups and specific subcategories. Use the complete online directory before submitting.

01 Events

Complete events distinguished by concept, execution, and audience experience.

CATEGORY GROUPS Business & Professional · Launches & Ceremonies · Arts & Entertainment · Exhibitions & Education · Sports · Weddings & Hospitality · Formats & Scale

02 Brand Experiences & Activations

Experiential work that builds engagement through interaction and connection.

CATEGORY GROUPS Brand Experiences · Brand Activations · Immersive & Interactive · Retail, Pop-Up & Live Commerce · Partnerships & Community

03 Event Production & Services

Technical, operational, logistical, and specialist excellence.

CATEGORY GROUPS Production Management · Technical & AV · Stage, Scenic & Exhibition · Operations & Logistics · Guest, Creative & Specialist · Safety & Risk

04 Event Design & Creative

Creative disciplines shaping concept, identity, environment, entertainment, and experience.

CATEGORY GROUPS Concept & Creative Direction · Identity & Branding · Stage, Scenic & Entertainment · Exhibition & Spatial · Attendee Experience

05 Event Marketing, Communications & Strategy

Campaigns and strategic initiatives that build awareness, engagement, and results.

CATEGORY GROUPS Event Campaigns · Audience Growth · PR, Media & Public Affairs · Digital, Social & Content · Event Strategies

EXPLORE THE COMPLETE DIRECTORY

Review every published subcategory before choosing. Each category group also includes a New Category option.

Divisions 06-10

Each division contains focused category groups and specific subcategories. Use the complete online directory before submitting.

06 Event Technology

Technology advancing planning, access, delivery, operations, interaction, and immersion.

CATEGORY GROUPS Management Technology · Registration, Ticketing & Access · Audience & Interaction · Immersive & Emerging · Use of Technology

07 Sustainability & Accessibility

Responsible delivery, environmental innovation, accessibility, inclusion, and impact.

CATEGORY GROUPS Sustainable Events · Environmental Innovation · Accessibility & Inclusion · Social Impact · Responsible & Cost-Effective Delivery

08 Agencies, Teams & Professionals

The organizations and people whose expertise advances the event industry.

CATEGORY GROUPS Event & Experience Agencies · Specialist Companies · Teams · Leadership & Individual Achievements

09 Venues & Destinations

Places distinguished by setting, infrastructure, adaptability, service, and event capability.

CATEGORY GROUPS Venues by Size & Capability · Venues by Type · Destinations by Region · Destination Specialisms

10 Regional & Industry Excellence

Events distinguished within the regions where they were delivered and industries they served.

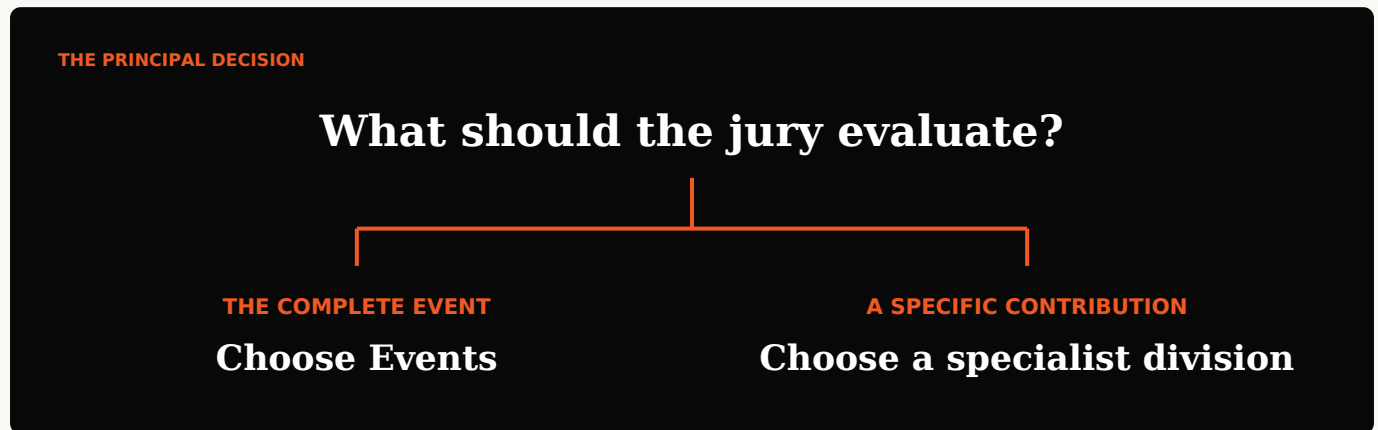
CATEGORY GROUPS Regional Excellence · Industry Excellence

EXPLORE THE COMPLETE DIRECTORY

Review every published subcategory before choosing. Each category group also includes a New Category option.

Choose What You Want the Jury to Recognize

The strongest category gives the jury the correct context in which to evaluate the achievement.



BRAND EXPERIENCE Brand Experiences & Activations	PRODUCTION Event Production & Services	DESIGN Event Design & Creative
MARKETING OR STRATEGY Event Marketing, Communications & Strategy	TECHNOLOGY Event Technology	SUSTAINABILITY OR ACCESSIBILITY Sustainability & Accessibility
AGENCY OR PROFESSIONAL EXPERTISE Agencies, Teams & Professionals	VENUE OR DESTINATION Venues & Destinations	REGIONAL OR INDUSTRY CONTEXT Regional & Industry Excellence

MULTIPLE CATEGORIES

Enter genuinely different aspects. Tailor the writing, evidence, and materials to each category.

NEW CATEGORY

Use the closest category group, propose a concise name, and explain what the jury should evaluate.

Build the Entry in Two Layers

Prepare the practical information first, then separate public-facing content from the jury-only case.

ENTRY INFORMATION

- Division, group, and subcategory
- Entry title
- Entrant or organization
- Client, where applicable
- Country or region
- Additional credits
- Public or private selection

01 Public Entry Description

Maximum 350 words. May appear on the official winner profile when the entry wins and is public. Explain what the achievement is, who it served, its purpose, what distinguished it, and its most important outcomes. Do not include confidential information.

02 Entry Brief for Judges

Maximum 350 words. Used for evaluation and not displayed on the public winner profile. Provide strategic context, objectives, challenges, planning, executional information, results, supporting evidence, confidential details relevant to evaluation, and information directly related to the selected category.

DO NOT DUPLICATE BLINDLY

The public description may be a starting point. The jury brief should add the context and evidence required for assessment-not repeat the same promotional copy.

Credits

List the names and roles of contributors carefully. Review spelling, titles, organizations, and display order before submission.

Make the Jury's Job Clear

A persuasive entry brief is a structured case: context, decisions, delivery, distinction, and evidence.

01

PURPOSE

What was achieved, for whom, and why it mattered.

02

APPROACH

What thinking, planning, or method guided the work.

03

EXECUTION

How the achievement was delivered and challenges handled.

04

DISTINCTION

What made the achievement meaningfully different.

05

RESULTS

What credible outcomes or value were produced.

TAILOR EVERY SUBMISSION

If the same achievement enters several categories, direct the brief toward the specific subject each category asks the jury to assess.

Give context

Explain scale, audience, timing, market, baseline, target, and relevant constraints.

Use evidence

Support important claims with measured results, credible comparisons, or specific qualitative proof.

Stay category-led

Remove background that does not help the jury evaluate the selected category.

Show the Jury What Matters

Supporting materials should help the jury understand and verify the achievement. Maximum allowance is not a target.

8	4 MB	5	3 MIN
FILES TOTAL	PER FILE	VIDEO / WEB LINKS	PER VIDEO

01 Images High-quality visuals that demonstrate the achievement.	02 PDF Documents Jury-only evidence such as results, plans, diagrams, or supporting context.	03 Video & Website Links Saved links that remain accessible throughout judging.
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Prepare Materials Deliberately

- Use the strongest materials and arrange them in review order.
- Avoid unnecessary repetition between files.
- Test every link and save it before checkout.
- A winner-profile thumbnail is optional initially and may be added later.
- PDFs are for jury evaluation and are not published.
- Do not rely on claims that the submitted evidence cannot substantiate.
- Confirm permission for every image, document, video, name, logo, quotation, and other material.

KEEP IT FOCUSED

The jury should not need to search through lengthy, unrelated material to identify the evidence supporting the entry.

Complete the Entry in Four Steps

Creating or saving an entry does not secure the fee. Payment determines the applicable entry period.

01

ENTRY INFO

Choose the category and complete every required field.

02

UPLOAD FILES

Add files, save video or website links, and optionally add a winner thumbnail.

03

CHECKOUT

Review entries, categories, fees, billing information, and Terms & Conditions.

04

PAYMENT

Select an available method and complete payment successfully.

WHEN IS THE ENTRY OFFICIAL?

Only after payment has been completed successfully. Saving the entry alone is not submission.

Editing Window

Entry information and supporting materials may be edited until the published Final Extension Deadline, unless an earlier restriction applies to a particular service or judging arrangement.

The MUSE Evaluation Framework

Eligible entries are evaluated independently by appointed jurors with relevant professional expertise.

01 Purpose & Relevance

Objectives, audience, context, and category relevance.

02 Strategy & Approach

Concept, planning, methodology, and decisions.

03 Execution & Quality

Delivery, coordination, service, craft, and technical performance.

04 Distinction & Excellence

Originality, differentiation, innovation, expertise, and category excellence.

05 Results & Impact

Credible outcomes, value, influence, and lasting impact.

RECOGNITION LEVELS

PLATINUM

85-100

GOLD

75-84

SILVER

65-74

NOT AWARDED

BELOW 65

A category may recognize multiple winners or no winners. Eligibility does not guarantee recognition.

FAIR EVALUATION

Jurors assess the information and evidence submitted for the selected category—not reputation, fame, budget, organizational scale, geography, or unrelated commercial prominence.

Conflicts are disclosed. Jury-only information and PDFs remain unpublished. Decisions are final, subject to organizer verification.

Recognition That Continues Beyond the Competition

Every Platinum, Gold, and Silver Winner receives official credentials and promotional resources.

OFFICIAL RECOGNITION

- Winner title
- Personalized digital certificate
- Official Platinum, Gold, or Silver badge

WINNER VISIBILITY

- Official winner listing
- Dedicated public winner profile
- Digital promotional materials
- Official press release template

COMMEMORATIVE

- Eligibility to purchase the official MUSE Event Awards statuette
- Additional certificates available optionally

NO ACCEPTANCE FEE

Official recognition is not conditional on any post-award payment. Purchasing a statuette or additional certificate is optional.

MUSE GRAND DISTINCTIONS

Eligible Platinum-winning entries may be considered for the highest recognition within the relevant award division. Entrants do not submit separately.

Recipients are selected at the Grand Jury's discretion. A distinction may be withheld when no eligible achievement meets the required standard. Each recipient receives a commemorative statuette and dedicated presentation in the official record.

SELECTED EDITORIAL OPPORTUNITIES

Selected winners may be invited to contribute interviews, perspectives, or editorial materials. These opportunities are curated separately and are not guaranteed.

BEFORE PAYMENT

Ready to Submit?

Review the complete entry once more from the jury's perspective.

ELIGIBILITY & CATEGORY

- ☐ Eligibility and authorization confirmed
- ☐ Best-fit category selected
- ☐ Additional categories address different aspects
- ☐ Public or private status confirmed

WRITTEN ENTRY

- ☐ Both entry texts are within 350 words
- ☐ Submission is tailored to the category
- ☐ Claims are supported by credible evidence
- ☐ Names, credits, countries, and titles are accurate

SUPPORTING MATERIALS

- ☐ No more than eight files; 4MB maximum each
- ☐ No more than five links; videos within three minutes
- ☐ Links are tested and saved
- ☐ All materials are authorized for submission

CHECKOUT & PAYMENT

- ☐ Entry information and categories reviewed
- ☐ Applicable fee period confirmed
- ☐ Terms & Conditions accepted
- ☐ Payment completed before the deadline

PRESENT YOUR ACHIEVEMENT

Select the category that reflects the achievement, prepare the evidence that demonstrates its distinction, and enter the 2027 MUSE Event Awards.

[MUSEEVENTAWARDS.COM](https://museeventawards.com)