



Innovation Awards 2026



-  RISING STAR
-  INNOVATOR OF THE YEAR
-  EVENT OF THE YEAR
-  HALL OF FAME AWARD
-  BEST USE OF TECHNOLOGY



Equal Weighting — 20% per answer

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EventsAir Rising Star Award

Recognising an emerging EventsAir user with less than 5 years' experience

Entry Criteria:

- Individual award
- Less than 5 years industry experience
- Played a lead or supporting role in the delivery of one or more events using the EventsAir platform

Judging Criteria:

- **Demonstrated Growth & Capability within the EventsAir platform.** Clear progression in skills and confidence using EventsAir, including increased responsibility, expanded knowledge, and the ability to independently deliver solutions.
- **Innovation & Initiative.** Evidence of proactive thinking, introducing new ideas, improving processes, or using EventsAir in creative ways beyond standard practice.
- **Contribution to Event Success.** Tangible impact on event outcomes, including improvements to attendee experience, operational efficiency, or delivery quality.
- **Problem Solving & Adaptability.** Ability to address challenges effectively, adapt to changing requirements, and apply EventsAir capabilities to resolve issues.
- **Future Potential & Industry Engagement.** Indicators of long-term growth, leadership potential, and active contribution to team or industry knowledge.

Innovator of the Year

Recognising an EventsAir user or organisation demonstrating outstanding innovation and excellence

Entry Criteria:

- Individual or group/company award
- One or more events run predominately in the EventsAir platform
- Multiple functions of the EventsAir platform used to deliver the event

Judging Criteria:

- **Innovation in Platform Application.** Original and forward-thinking use of EventsAir that demonstrates new or unconventional approaches.
- **Impact & Measurable Outcomes.** Clear, data-supported results such as increased engagement, efficiency, revenue, or improved event performance.
- **Creativity & Differentiation.** Distinctiveness of the approach compared to industry norms, including competitive advantage or benchmark-setting ideas.
- **Scalability & Replicability.** Potential for the innovation to be reused, expanded, or adopted across other events or campaigns.
- **Execution & Delivery Excellence.** Quality and effectiveness of implementation, including planning, usability, and stakeholder alignment.

Event of the Year

An award celebrating an exceptional event that sets new standards and pushes industry boundaries.

Entry Criteria:

- Open to event organizers, agencies, or companies responsible for delivering the nominated event.
- The event must have a minimum of 100 attendees (in-person, virtual, or hybrid) and be a fully executed event (not a concept or pilot).
- Entries must include a detailed event overview, objectives, delivery approach, and at least two forms of supporting evidence (e.g. attendee feedback, post-event report, analytics, client testimonial).

Judging Criteria:

- **Attendee Experience & Engagement.** Quality of the attendee journey, including satisfaction, engagement strategies, and personalisation.
- **Innovation & Creativity in Event Design.** Originality in concept, format, or delivery, including unique or immersive experiences.
- **Effective Use of EventsAir.** Strategic and impactful use of the platform to enhance event delivery and outcomes.
- **Sustainability, Inclusion & Social Impact.** Consideration of environmental responsibility, accessibility, diversity, and broader community impact.
- **Outcomes & Overall Success.** Achievement of objectives, supported by measurable results such as attendance, engagement, ROI, or feedback.

Best Use of Technology

Recognising best-practice excellence in leveraging and extending EventsAir to its fullest potential

Entry Criteria:

- Open to event organizers, technology providers, or partnerships that have delivered a live, virtual, or hybrid event using EventsAir within the eligibility period.
- Submission must focus on one or more specific EventsAir tech stack solutions used within an event environment (e.g. event app, AI tools, registration systems, engagement platforms).
- Entries must include measurable outcomes demonstrating the impact of the technology (e.g. engagement metrics, efficiency gains, cost savings).

Judging Criteria:

- **Technical Sophistication & Complexity.** Depth and complexity of implementation, including advanced workflows, integrations, or automation.
- **Innovation in Technology Application.** Creative use of EventsAir features to extend the platform to deliver optimum event experience.
- **Operational Efficiency & Optimisation.** Improvements to processes, including time savings, reduced manual work, and increased accuracy. Where possible include data to support.
- **User Experience & Design.** Seamless, intuitive, and accessible experience for attendees, organisers, and stakeholders.
- **Data Utilisation & Measurable Impact.** Effective use of data for insights, reporting, and decision-making, with clear outcomes achieved.



Hall of Fame Award

Recognising an EventsAir user with a lasting legacy and contribution to the industry

Entry Criteria:

- Open to individuals with a minimum 10 years' experience in the events industry. Nominations may be submitted by peers, clients, or self-nomination.
- Nominees must demonstrate a consistent history of leadership, innovation, or contribution to the events industry over time (not a single achievement).
- Submissions must include a professional biography, summary of achievements, and one supporting endorsement or testimonials from industry peers or clients.

Judging Criteria:

- **Sustained Industry Contribution.** Long-term impact on the events industry through leadership, innovation, or advancement of best practices.
- **Legacy & Expertise with EventsAir.** Deep knowledge and influential use of the platform over time, including pioneering or long-standing contributions.
- **Leadership, Mentorship & Influence.** Demonstrated leadership and commitment to mentoring, educating, or influencing others in the industry.
- **Continuous Innovation & Evolution.** Ongoing ability to adapt, innovate, and evolve with industry and technology changes.
- **Professional Reputation & Recognition.** Credibility, peer recognition, and overall standing within the industry.

