

## FIRST PRIZE

*Surprise Catwalk*

Organizer: **Fieldwork** Client: **The Salvation Army (Fretex)**

Event type: **Unconventional Event** Country: **Norway**

## SECOND PRIZE

*EDP 35th birthday – 'Energia Douro Concert'*

Organizer: **Desafio Global Ativism SA**

Client: **EDP - Portuguese Electric Power Company**

Event type: **Celebration/Festivity** Country: **Portugal**

## THIRD PRIZE

*Škoda World Dealer Conference*

Organizer: **Vok Dams Agency for Events and Live-Marketing** Client: **Škoda Auto**

Event type: **Congress/Convention** Country: **Germany**

## AWARDS BY EVENT TYPE

### BTOB EVENT

#### FIRST PRIZE

*Geberit Top Meeting*

Organizer: **Vok Dams Agency for Events and Live-Marketing**

Client: **Geberit Vertriebs**

Country: **Germany**

#### SECOND PRIZE

*Falling in love in Italy*

Organizer: **Promoconvention - Gruppo**

**Input**

Client: **Lavazza**

Country: **Italy**

#### THIRD PRIZE

*Hotpoint - The Movie*

Organizer: **K-events**

Client: **Indesit Company**

Country: **Italy**

### CELEBRATION/FESTIVITY

#### FIRST PRIZE

*EDP'S 35th birthday - 'Energia Douro Concert'*

Organizer: **Desafio Global Ativism SA**

Client: **EDP - Portuguese Electric Power Company**

Country: **Portugal**

#### SECOND PRIZE

*77MTA Celebrations*

Organizer: **WRG Creative Communication Ltd**

Client: **Qatargas**

Country: **United Kingdom**

### CONGRESS/CONVENTION

#### FIRST PRIZE

*Škoda World Dealer Conference*

Organizer: **Vok Dams Agency for Events and Live-Marketing**

Client: **Škoda Auto**

Country: **Germany**

#### SECOND PRIZE

*48 Horas con Telefónica*

Organizer: **Quum Comunicación**

Client: **Telefónica de España**

Country: **Spain**

### CULTURAL EVENT

#### FIRST PRIZE

*Festivities of the Proclamation of Republic with Festival dos Oceanos*

Organizer: **Realizar Worldwide Events**

Client: **Associação de Turismo de Lisboa**

Country: **United Kingdom**

### EVENT FOR NON PROFIT/SOCIAL ORGANIZATION

#### FIRST PRIZE

*Nederland helpt Japan*

Organizer: **Xsaga**

Client: **The Red Cross**

Country: **The Netherlands**

### FAIR

#### FIRST PRIZE

*I am photokina*

Organizer: **Jung von Matt/relations GmbH**

Client: **Nikon Europe**

Country: **Germany**

### INCENTIVE/TEAM BUILDING

#### FIRST PRIZE

*Coca Cola - RED Battle Of Execution*

Organizer: **Uppartner**

Client: **Coca Cola Portugal**

Country: **Portugal**

#### SECOND PRIZE

*Reale*

Organizer: **Global Events**

Client: **Reale**

Country: **Spain**

### INTERNAL COMPANY EVENT/COMPANY CONVENTION

#### FIRST PRIZE

*Strong Characters. Stronger Together.*

*Senior Executive Convention 2011*

Organizer: **Circ GmbH & Co. kg**

Client: **Continental AG**

Country: **Germany**

#### SECOND PRIZE

*HMI JAT 2011*

Organizer: **Hagen Invent GmbH & Co. kg**

Client: **Ergo Lebensversicherung**

Country: **Germany**

#### THIRD PRIZE

*5th anniversary of Metinvest*

Organizer: **K-events**

Client: **Metinvest Group**

Country: **Italy**

### MUSICAL EVENT

#### FIRST PRIZE

*EDP'S 35th birthday - 'Energia Douro Concert'*

Organizer: **Desafio Global Ativism SA**  
Client: **EDP - Portuguese Electric Power Company**  
Country: **Portugal**

### PRODUCT/SERVICE LAUNCH

#### FIRST PRIZE

*Pavillon 21 MINI Opera Space*  
Organizer: **Metzler : Vater GmbH**  
Client: **MINI (BMW Group)**  
Country: **Germany**

#### SECOND PRIZE

*E-Postbrief Launch Events*  
Organizer: **Uniplan GmbH & Co. kg**  
Client: **Deutsche Post DHL**  
Country: **Germany**

#### THIRD PRIZE

*Škoda World Dealer Conference*  
Organizer: **Vok Dams Agency for Events and Live-Marketing**  
Client: **Škoda Auto**  
Country: **Germany**

### PUBLIC EVENT

#### FIRST PRIZE

*Picnic in the biggest urban farm*  
Organizer: **Realizar Worldwide Events**  
Client: **Continente Sonae**  
Country: **United Kingdom**

#### SECOND PRIZE

*EDP'S 35th birthday - 'Energia Douro Concert'*  
Organizer: **Desafio Global Ativism SA**  
Client: **EDP - Portuguese Electric Power Company**  
Country: **Portugal**

### THIRD PRIZE

*Lavazza - The Official Coffee of Wimbledon*  
Organizer: **Promoconvention - Gruppo Input**  
Client: **Lavazza**  
Country: **Italy**

### ROADSHOW

#### FIRST PRIZE

*Uefa Champions League Trophy Tour 2010 presented by UniCredit*  
Organizer: **ajoint. communication GmbH**  
Client: **UniCredit Group**  
Country: **Germany**

#### SECOND PRIZE

*TGV's 30th Birthday*  
Organizer: **\Auditoire**  
Client: **Sncf - Société Nationale des Chemins de Fer**  
Country: **France**

#### THIRD PRIZE

*Dicom's road show for Iniciativa BMW*  
Organizer: **Dicom**  
Client: **Iniciativa BMW**  
Country: **Spain**

### UNCONVENTIONAL EVENT

#### FIRST PRIZE

*Tramp a Benz*  
Organizer: **Jung von Matt/relations GmbH**  
Client: **Daimler AG**  
Country: **Germany**

### WEB EVENT/MEDIA EVENT

#### FIRST PRIZE

*Tramp a Benz*  
Organizer: **Jung von Matt/relations GmbH**  
Client: **Daimler AG**  
Country: **Germany**

### AWARDS BY EXCELLENCE

### AUDIO/VIDEO/LIGHTING PRODUCTION

#### FIRST PRIZE

*AFC Asian Cup Qatar 2011 Opening Show*  
Organizer: **\Auditoire**  
Client: **QLOC (Qatar Local Organizing Committee)**  
Country: **France**

### SECOND PRIZE

*Technology and value creation. The future is in your hands.*  
Organizer: **SCP Sistemas de Comunicación Puntual**  
Client: **Repsol - Executive Marketing Department Europe**  
Country: **Spain**

#### THIRD PRIZE

*'MMA celebrates its employees'*  
Organizer: **Denis&Co**  
Client: **MMA**  
Country: **France**

### CREATIVE IDEA

#### FIRST PRIZE

*Unilever's Innovation Fair*  
Organizer: **La 5ª**  
Client: **Unilever**  
Country: **Spain**

#### SECOND PRIZE

*The hairiest village of the world*  
Organizer: **Jung von Matt/relations GmbH**  
Client: **Panasonic Marketing Europe**  
Country: **Germany**

#### THIRD PRIZE

*The Cubanization of Germany*  
Organizer: **Jung von Matt/relations GmbH**  
Client: **Pernod-Ricard Deutschland**  
Country: **Germany**

### DIRECTION

#### FIRST PRIZE

*75th Anniversary of Shakhtar Donetsk*  
Organizer: **K-events**  
Client: **Shakhtar Donetsk**  
Country: **Italy**

#### SECOND PRIZE

*Evening Event at the conference 'InvestmentAktuell 2011'*  
Organizer: **insglück Gesellschaft für Markeninszenierung mbH**  
Client: **Union Asset Management Holding**  
Country: **Germany**

# [european Bea 2011- the winners]

## **THIRD PRIZE**

*Unilever Benelux Experience 2011 'A date with the Planet'*

Organizer: **Dechesne & Boertje**

Client: **Unilever Benelux**

Country: **The Netherlands**

## **LOCATION/SETTING**

### **FIRST PRIZE**

*Colosseum on fire*

Organizer: **Alphaomega**

Client: **Roma Capitale**

Country: **Italy**

### **SECOND PRIZE**

*Danisco Business Forum, Spring 2011*

Organizer: **Welcome Event Marketing**

Client: **Danisco**

Country: **Denmark**

### **THIRD PRIZE**

*Dare to Dream - Gold Conference 2010*

Organizer: **Creo**

Client: **Oriflame Natural Swedish**

**Cosmetics**

Country: **Italy**

## **MEDIA MIX**

### **FIRST PRIZE**

*Pavillon 21 MINI Opera Space*

Organizer: **Metzler : Vater GmbH**

**Communication Group**

Client: **MINI (BMW Group)**

Country: **Germany**

### **SECOND PRIZE**

*Ljusruet - The Light-Run*

Organizer: **Minnesota Communication,**

**Prime PR and Garbergs**

Client: **Fortum Power and Heat**

Country: **Sweden**

## **NOTORIETY/PRESS RETURN**

### **FIRST PRIZE**

*Launch of the Tramway in Reims*

Organizer: **\Auditoire**

Client: **Reims Métropole**

Country: **France**

### **SECOND PRIZE**

*Festival Sudoeste tmn*

Organizer: **Música no Coração**

Client: **tmn**

Country: **Portugal**

## **STAGING/SET DESIGN**

### **FIRST PRIZE**

*International Opening Event for the*

*Hanover Trade Fair 2011*

Organizer: **insglück Gesellschaft für**

**Markeninszenierung mbH**

Client: **Deutsche Messe**

Country: **Germany**

### **SECOND PRIZE**

*E-Plus Partner Shop Conference 'The Day*

*of the Truth'*

Organizer: **Vok Dams Agency for Events**

**and Live-Marketing**

Client: **E-Plus Retail**

Country: **Germany**

### **THIRD PRIZE**

*Linde Material Handling at CeMAT 2011*

Organizer: **insglück Gesellschaft für**

**Markeninszenierung mbH**

Client: **Linde Material Handling**

Country: **Germany**

## **SPECIAL EVENT TYPE**

### **LOW BUDGET EVENT**

*Surprise Catwalk*

Organizer: **Fieldwork**

Client: **The Salvation Army (Fretex)**

Country: **Norway**

### **MOST VALUABLE EVENT (HIGH BUDGET)**

*Škoda World Dealer Conference*

Organizer: **Vok Dams Agency for Events**

**and Live-Marketing**

Client: **Škoda Auto**

Country: **Germany**

### **INTEGRATED EVENT**

*EDP'S 35th birthday - 'Energia Douro*

*Concert'*

Organizer: **Desafio Global Activism SA**

Client: **EDP - Portuguese Electric Power**

**Company**

Country: **Portugal**

## **SPECIAL AND PUBLISHER AWARDS**

### **BEST EVENT AGENCY**

#### **FIRST PRIZE**

**Desafio Global Activism SA - Portugal**

#### **SECOND PRIZE**

**Vok Dams Agency for Events and Live-Marketing - Germany**

#### **THIRD PRIZE**

**Jung von Matt/relations GmbH - Germany**

### **BEST EVENT COMPANY**

#### **FIRST PRIZE**

**EDP – Portuguese Electric Power Company - Portugal**

#### **SECOND PRIZE**

**The Salvation Army (Fretex) - Norway**

#### **THIRD PRIZE**

**Škoda Auto - Germany**

### **EVENT EVALUATION**

*Ballast Nedam Innovation Day 2010 |*

*Internal Event*

Organizer: **Beng! Amsterdam**

Client: **Ballast Nedam**

Country: **The Netherlands**

### **TECH. INNOVATION**

*International Opening Event for the*

*Hanover Trade Fair 2011*

Organizer: **insglück Gesellschaft für**

**Markeninszenierung mbH**

Client: **Deutsche Messe**

Country: **Germany**

### **SPACE/ENVIRONMENT/SETTING**

*Danisco Business Forum, Spring 2011*

Organizer: **Welcome Event Marketing**

Client: **Danisco**

Country: **Denmark**

### **GREEN/SUSTAINABLE EVENT**

*Ljusruet - The Light-Run*

Organizer: **Minnesota Communication,**

**Prime PR and Garbergs**

Client: **Fortum Power and Heat**

Country: **Sweden**