



European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) along with any supporting files.

Please note all documents must be under 2MB.

- You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
- If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
- Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
- Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
- If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
- **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
- All entries should relate to work carried out between **March 2023 - July 2024**
- Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
- All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C's can be found here: <https://europeanagencyawards.com/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Aspect
Contact Name	Simon Mogford

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

SECTION B – SELECT YOUR CATEGORY

Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated.

1. Best Social Media Campaign		Please complete section C
2. Best SEO Campaign		Please complete section C
3. Best PPC Campaign		Please complete section C
4. Best PR Campaign		Please complete section C
5. Best Not-for-Profit Campaign		Please complete section C
6. Best Marketing Campaign		Please complete section C
7. Best Integrated Campaign		Please complete section C
8. Best Event		Please complete section C
9. Best New Business Campaign		Please complete section C
10. Best Crisis Communications or Response Campaign		Please complete section C
11. Campaign Effectiveness Award		Please complete section C
12. Best Pan European Campaign		Please complete section C
13. Best Use of AI in Client Campaign		Please complete section C
14. Best AI Agency Software Solution		Please complete section C
15. Best Agency Culture		Please complete section D
16. Best Charitable/Corporate Social Response Initiative		Please complete section D
17. Best Culture Transformation Initiative		Please complete section D
18. Best Flexible Working Policy		Please complete section D
19. Best Inclusion and Diversity Initiative		Please complete section D
20. Rising Agency Star Award		Please complete section E
21. Best New Agency		Please complete section E
22. Digital Agency of the Year		Please complete section E

23. Media Buying Agency of the Year		Please complete section E
24. B2B Agency of the Year		Please complete section E
25. B2C Agency of the Year		Please complete section E
26. eCommerce Agency of the Year		Please complete section E
27. SEO Agency of the Year		Please complete section E
28. PPC Agency of the Year		Please complete section E
29. Integrated Search Agency of the Year		Please complete section E
30. Social Media Agency of the Year		Please complete section E
31. Marketing Agency of the Year		Please complete section E
32. Creative/Design Agency of the Year		Please complete section E
33. Advertising Agency of the Year		Please complete section E
34. CRO Agency of the Year		Please complete section E
35. UX Agency of the Year		Please complete section E
36. Independent Agency of the Year		Please complete section E
37. PR Agency of the Year		Please complete section E
38. Innovative Agency of the Year		Please complete section E
39. Integrated Agency of the Year		Please complete section E
40. Best Small Agency of the Year		Please complete section E
41. Best Large Agency of the Year		Please complete section E

SECTION D – CULTURE & CONTINUITY AWARDS

Please complete the following sections providing details of the culture of the agency. Detail investment in training, support, and development of the agency's team and how this has helped to win new business and grow existing accounts. Please note entries must not exceed a total word count of 1000 words in this section.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

Name of Team / Agency

Please keep this concise as it will appear on the website if you are shortlisted.

Aspect

Team / Agency Overview

Give details of number of employees, structure etc. Judges will be looking for clarity and context to help understand more about your agency or team.

Aspect is an independent corporate events and communications agency with 17 permanent members of staff.

We are extremely proud that the average staff tenure is just under 8 years. In our 2023/24 fiscal, our staff retention was 100%. In the same period, two of our team members returned from maternity leave and we recruited three new positions. We are a proudly female-run business – 66% of our executive team are women.

Our purpose is to deliver an amazing experience for our clients and our team. We recently re-launched our core values based on the qualities our people bring to the business through their work with us. Our final shortlist truly reflects who we are and how we operate:

- (Focused on) Quality
- Caring
- Trustworthy
- Enthusiastic
- Smart

Details of company culture initiatives & budget allocated (1-10 points)

e.g., flexible working, holiday schemes, training and development, incentive schemes, rewards packages, CSR and volunteering initiatives

We operate a range of employee initiatives and benefits as standard, all of which are fully aligned to our core values as outlined above.

Perks and benefits

- Home-based contracts
- Flexible working hours
- London-based office available 24/7 with access to gym and yoga
- CEO discretionary award, an informal bonus scheme for team members who have gone above and beyond
- Birthdays off

- Time off in lieu scheme, which is crucial in the events industry

Personal and professional development

- Sustainability training through our membership to Isla, the event industry's leading sustainability body
- Personal development programme and professional mentoring opportunities
- Six-week 1:1 check-in with line manager
- Attendance at industry events to support learning and development
- 'Sparks Day', a day off for everyone to discover/learn something for themselves - the choice is theirs!

Wellbeing and culture

- Quarterly company roundtables
- Daily all-team meetings to stay on track and motivated, especially when working remotely
- Wellbeing package, including access to mental health support and counselling
- Cycle to work scheme
- Annual general health and annual eye health checks
- 'One Step Beyond', our peer-nominated employee recognition scheme
- Celebration days/occasions (e.g. work/life balance week, IWD) to drive awareness of important topics, encouraging activities and discussion with the whole company
- Dedicated Teams channel to celebrate individual and team successes
- Monthly socials, ranging from a drink at the pub to Giant Monopoly
- Access to office building-wide social events

CSR

- Fundraising activities and volunteering days to support our chosen charity [The Felix Project](#)
- Talks at Universities that run Event Management Degrees – raising the profile of corporate events to them
- Carbon measurement, reduction program and annual offsetting led by our newly appointed Sustainability Manager
- We take Event Academy students on 3 month placements – getting young people experience in the event sector
- Working with social enterprise Creative Access, we run apprenticeship programmes for young people who are under-represented in our industry.

Evidence positive impact / results of any initiatives (1-10 points)

e.g., increased productivity, staff retention, staff promotion and development

We see the impact of our company culture initiatives in many important ways:

- 100% staff retention in 2023/24, and we also welcomed back one of our brilliant executive producers and promoted two key roles.
- We recruit at grassroots level to harness and develop the industry's best and most diverse talent – three members of our small team have been promoted to senior positions via this entry point and indeed our CEO joined as a trainee in 1998.
- Our average staff retention is 8 years
- Our internal team led a record number of projects this year up by 20 projects on previous years
- We have recently introduced a six-monthly employee survey to monitor staff satisfaction levels and stay on track with our employee initiatives. We're proud that our most recent results revealed a high score of 8.6/10 across the board but are

aiming to increase that to 9/10 for our next survey by listening and responding to our team's invaluable feedback and implementing the necessary changes.

- Our apprenticeship schemes give Line Manager opportunities to our staff
- We encourage and support those team members who want to take on additional responsibilities beyond their role to help them develop additional transferable skills.
- Our NPS are the best in the market – in 2023/24, our team's overall NPS was an astonishing 90%, up from 80% in the previous period. There is no better indication that we're delivering against and beyond expectation for our clients.
- Our 'Sparks Day' provides learning opportunities for the whole team.
- Our 'One Step Beyond' scheme encourages the sharing and celebration of success across departments.
- 2023/24 productivity and growth were high - we acquired 12 new clients, improved revenue by £1m (+26%) and increased profit by £536k (+64%). This substantial increase allows us to invest further in the development of the whole team and therefore the growth of the business.
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Why you think you should win (1-10 points)

What do you think sets your culture apart from other agencies/teams being judges? Judges will be looking for the thing that makes your culture different to the others, what is unique?

Aspect's leadership team has been in place for over 25 years, providing consistency, stability, and genuine care for the business and its people.

We think differently. As a female-led business, we know that a diverse work force and an inclusive, respectful culture results in better work. Our executive team is active across all levels of the business, keeping it relevant and accessible to all. Our flat structure and low-ego culture generates empowerment among teams and individuals.

We trust our people to work hard and deliver against our commercial objectives by giving them the freedom to work flexibly and achieve a healthy work-life balance. Our agency initiatives are aimed at supporting our people to thrive and reach their potential without compromising their commitments outside of work.

We go to great lengths to ensure our project teams aren't overwhelmed by the pressures of working on fast-paced, deadline-driven projects. Our teams are optimally resourced and appropriately crewed to deliver success for our clients. Our time off in lieu policy covers all overtime to ensure a healthy work/life balance. We know that if our teams are supported to do their jobs well, they are delivering their best work for our clients, resulting in repeat business for the agency.

Our commitment to diversity and long-term sustainability are cornerstones of our 2030 strategy and beyond, having recently recruited a full-time Sustainability Manager and launched a sustainability committee that everyone buys into and plays a part in. In 2023 we achieved carbon neutral status as a business by identifying our carbon footprint and investing in carbon reducing schemes to offset it. Our ambition is to become a net zero business by 2030 – we know we can only achieve this by collaborating and working together towards the same goal.

Offering our people a positive and supportive working environment allows us to provide the best service for our clients, exceeding expectations at every turn. We live and breathe our values in all our interactions, and we are always looking for innovative ways to enhance our clients' experience of working with us. We know that if our people are happy and feel empowered to produce exceptional work that is recognised and celebrated, there is nothing we can't achieve as a team.

We **really** care. And we sweat the small stuff because we know it matters. But don't just take our word for it: [Intern LinkedIn post](#)

URLs

[Aspect Intro Video](#)
[What's it like to work at Aspect?](#)
[Glassdoor](#)
[Trainee Testimonial](#)
[Aspect on LinkedIn](#)
[Aspect Instagram](#)
[Aspect website](#)

Please detail any supporting documents you are including as part of your submission
Optional – please upload to online entry portal when submitting this entry form

Credentials brochure

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