



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	Noble Events
Contact Name	Sarah Cox

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 C – CAMPAIGN AWARDS

Please complete the following sections providing details of the campaign that you are entering. Please note entries must not exceed a total word count of 1000 words.

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.

Entrant Name(s), Client Name & Campaign Title

How you wish for the campaign to be credited including your organisation name, any partners / clients you want to credit & the title of your campaign.

Please structure your title in the following format:

"Entrant Name & Client Name - Campaign Name"

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

Objective(s) & budget (1-10 points)

Tell us what you were looking to achieve from the campaign and any targets that were set. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

Please include a breakdown of implementation costs, staffing costs, agency fees etc. All elements of the entry form are confidential, and judges will not share this information. If you are unable to provide a detailed budget breakdown, please include the financial band your budget is within along with the percentage budget allocated for staffing costs, agency fees and media spend etc.

Target audience & strategy (1-10 points)

Please provide us with details around the audience you were targeting and your overall strategy to reach them as well as the strategy to meet the overall objectives.

Implementation & creativity (1-10 points)

Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign.

Details of any challenges faced and how these were overcome (1-10 points)

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

Results & evaluation (1-10 points)

Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

Why should your campaign win? (1-10 points)

What do you think sets your campaign apart from the other campaigns being judged? Judges will in particular be looking for the thing that makes this campaign different to the others, what is unique?

URLs

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

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.

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Name of Team / Agency

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

Noble Events

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.

Noble Events was established in the UK in 2008 opening a branch office in Dubai in 2015 in response to increased client demand in the region.

- 22 staff (UK – 17, Dubai – 5)
- 200+ years industry experience
- Six languages
- Certified woman-owned business
- Created five additional jobs in 2024

In 2023 we evolved our company structure to ensure the “right people were in the right seats”. Working with a third party we developed an agile organisational chart which enables rapid decision making. We deep dived into roles/how we interact with each other/how we could encourage colleagues to voice their interest in working in other areas/places/client accounts. This important piece of work has empowered greater decision making/encouraged peer-to-peer dialogue/creativity.

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

Our HR strategy is based around our ‘One Team’ philosophy and employee programme which offers second-to-none/fully inclusive team support including (but not limited to) the development/launch of our Agile Working Policy.

Our Agile Working Policy was born out of our Flexible Working Policy which was initially created to support Team Dubai. During the summer months it’s unbelievably hot there so we created a Flexible Working Policy so our Dubai colleagues could visit family in Europe during these months/working from there ensuring all projects were kept on track. Our Dubai-based HR Manager also chose to work from Goa periodically throughout the year to support

their family. Following the success of this policy we then rolled it out company-wide developing it into our Agile Working Policy where all colleagues can work anywhere/anytime with no restrictions, thereby supporting family/childcare commitments as well as religious practice/personal charitable/community work. Our people can work from anywhere in the world providing they support each other/remain mindful of/attentive to their clients' hours. However, we're not stopping there. This August we're trialing a four-day week supporting the national 4ugust initiative (<https://www.4ugust.co.uk/>) to which we've signed up. During this time our team will see no reduction in pay. Once the trial is completed we'll ask for feedback from our team and clients before considering whether to implement this on a more permanent basis.

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

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

Our Agile Working Policy, together with other key employee-centered initiatives, has resulted in;

- Spectacular annual staff survey results;
 - Control of own work– 88%
 - Colleague support – 93%
 - Manager support – 100%
- Increased employee engagement
- Aided retention/recruitment of staff
- Reduced our recruitment costs
- Benefitted our staff in numerous ways both personally/professionally
- Our commitment to our staff has been recognised by;
 - CN 30Under30 two years in succession (Emily and Alice)
 - micebook's Rising Star winner (Rosie)
 - CN Agency Awards Employer of the Year (2022)

Team feedback includes;

“For me agile working gives me the opportunity to work earlier and finish earlier. I definitely function better at the start of the day and find the quiet workplace a chance to catch up on all the tasks which take the most concentration. This is then balanced by the interaction of co-workers later in the day.”

Jan Macdonald, Operations Manager

“When I first started working at Noble Events working hours were rigid, 9am-5.30pm, without exception. The implementation of firstly a Flexible Working Policy and then a move into an Agile Working Policy has, quite frankly, allowed me to carry on my career with Noble Events. With primary school-aged children my priorities shifted and I couldn't see how I was going to be able to maintain my working commitments alongside my commitments as a mother. Now I can be present for my children when they need me most (I'll never miss an important milestone such as first school sports day) whilst still being fully available to give 100% to my clients and their events which is the perfect balance.”

Erin Donaldson, Account Manager

“Living in the North and being able to work from home most of the time has been a game-changer for me. It saves me a lot of commuting time and expenses, and I’ve been able to create a work setup that really works for me... This flexibility allows me to manage my time more effectively and maintain a healthy work-life balance. I really appreciate the trust the company puts in me to get my jobs done from home. It shows that the company values and supports its employees which is fantastic. This flexibility has made a big difference in my job satisfaction and overall well-being.”

Becky Davison, Senior Event Manager

“As a busy mum of three teenagers and a partner who lives a 4-hour drive away, I’m massively grateful for the flexibility Noble Events offers me. To be able to do the pickup from school or drop to an after-school activity and know that I can put the extra time in early in the day, later at night or even at a weekend is vital. It makes me a happier person knowing I’m pleasing those who are important in my life and all whilst still achieving in my professional life.”

Katie Stephens, Account Director

“The events industry is tough and we ask a lot of our people. It therefore feels entirely appropriate to give them something back in terms of flexibility. We’ve been absolutely thrilled with how our team has responded and with the levels of trust demonstrated by and towards them.”

Sarah Cox, Managing Director

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?

We believe we should win because;

1. We genuinely put our people at the heart of all we do. That’s why we’re investing in our people more than in any other initiative across 2023/2024 and beyond
2. We continually develop/hone our policies to better support our people as demonstrated by the development/implementation of our Flexible Working Policy which was further finessed to become our Agile Working Policy... and now we’re trialling the national 4August initiative
3. We gain feedback from our team each step of the way to ensure that what we think will support/help them actually is. This is demonstrated by the Employee Testimonials document we’re submitting here as our supporting document

URLs

<https://nobleevents.com/>

<https://nobleevents.ae/>

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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

FINAL - Employee Testimonials – Agile Working Policy pdf

WORD COUNT: 1,000 / 1,000

SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

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 Nominee - Agency / Team / Rising Agency Star

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

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

Contact email address of nominee (Rising Agency Star nominees only)

Contact phone number of nominee (Rising Agency Star nominees only)

Overview of the Agency / Team / Rising Agency Star nominee

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

Agency / Team / Rising Agency Star objectives (1-10 points)

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

Recent work example(s) (1-10 points)

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

Details of any recent achievements (1-10 points)

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

Details of any challenges faced and how these were overcome (1-10 points) What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?
Why should your Agency / Team / Rising Agency Star win? (1-10 points) Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?
URLs
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