



RESPECT
OPPORTUNITIES, ACHIEVEMENTS
RECOGNITION

AAXO ORGANISER-EXHIBITION AWARDS 2018

The African Association of Exhibition Organisers, is proud to open the 2018 AAXO EXHIBITION AWARDS. These awards are aimed at acknowledging and recognising excellence in exhibition organisation. All entries will be judged on their successful exhibition strategy incorporating marketing, public relations, operations and activation. This prestigious award will provide organisers with a platform to showcase their event, positioning the exhibition as an award-winning event and allowing for further growth opportunities.

ORGANISER-EXHIBITION AWARDS GUIDELINES

ELIGIBILITY

- It is compulsory that all entrants are members of AAXO.
- All AAXO approved companies who have organised an exhibition in Africa during 2017 are eligible to submit entries into the AAXO ROAR Awards
- All entries must be submitted within 60 days from completion of the exhibition.
- Companies may submit more than one entry if the exhibition was held in the year 2017.
- ABC AUDIT certificates must be in process for each entry and available by 12th January 2019.
- All outstanding AAXO invoices must be settled in full.

JUDGING, AWARDS AND RECOGNITION

The judges will comprise of a panel of distinguished exhibition, communication and marketing specialists. The Judges' decision is final and no correspondence may be entered.

Judging will commence as soon as the entry has been submitted.

Awards

The AAXO Exhibition Awards will be presented to the winners at a celebratory gala dinner on 31st January 2019.

Recognition

The AAXO Organisers who have won within their respective categories will receive:

- Recognition and Acknowledgement at the AAXO ROAR Awards.
- Exposure on the AAXO website
- Media coverage.

JUDGING CRITERIA – CATEGORY: SOCIAL MEDIA

INTRODUCTORY INFORMATION

Event/Campaign name

- **External agency or internal Social Media Team**
 - Name & brief description of Agency
 - Lead on Campaign and brief background
 - Additional campaign assistants and brief background

- **Internal team:**
 - Lead on campaign and qualifications
 - Additional campaign assistants and qualifications

1. SOCIAL MEDIA STRATEGY (TOTAL: 20 points)

If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.

- ***Relevant online platform selection (4 points)***
 - Name social media platforms chosen and give reasoning for selecting each, including the different uses for each platform, in line with strategic messaging

- ***Effective social media strategy in accordance with outcomes (4 points)***
 - Provide the desired overall outcomes of the online campaign
 - Name each platform and highlight the key strategic elements in order to reach outcomes, with examples of content for each

- ***Timeframe of online campaign for effective online awareness (6 points)***
 - Provide timelines for the length of the online campaign and reasoning
 - Highlight the timelines according to strategic buildup of content for the event
 - Prove the impact of the timelines and confirmation that the plan was impactful

- ***Suitable online tools to run the campaign (4 points)***
 - Name the tools used to run the campaign and specify reasoning, bearing in mind the mobility needs during campaign time
 - Prove the effectiveness of the tools used, with a description of the positive impact on the management of the campaign

- ***Total budget and financial worthiness in line with campaign***
 - Provide reasoning as to why online budget was or was not used for the campaign
 - Describe the reasoning for the decision above
 - Give proof that the strategy was the correct one, in line with desired outcomes for the campaign

2. CONTENT (TOTAL: 20 points)

If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.

- ***Content plan timelines and effectiveness (3 points)***
 - Provide examples of content plans, to prove its alignment with online strategy
 - Provide an overview of the content plan timelines, showing key points of content
 - Demonstrate effectiveness of strategy, with stats run by reporting
- ***Relevant messaging according to timelines (3 points)***
 - Provide a timeline of messaging strategy from inception of campaign, to event and reasoning for each point of message
- ***Audience specific content and messaging (4 points)***
 - Define the audience and give clear examples of how content was targeted specifically to them
 - For each platform, provide examples of audience specific content and its effectiveness
- ***Balance between informative and promotional content (4 points)***
 - By percentage, define how much content was aimed to be informative and how much was promotional and the rationale behind the types of content
 - Provide examples of each type of content, per platform
- ***Images and consistency in visual messaging (3 points)***
 - Provide 5 examples of various content, per platform
- ***Creativity of content (3 points)***
 - Provide examples of specific creative images, design and content in order to prove the uniqueness of the campaign

3. COMMUNITY ENGAGEMENT & MANAGEMENT (TOTAL: 20 points)

If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.

- ***Maximised interaction opportunities with followers (4 points)***
 - Describe the strategy implemented to create engagement opportunities with followers, per platform
 - Prove whether the strategy was impactful
- ***Community management in relation to follower engagement (4 points)***
 - Define the role of the community manager and how much time was dedicated per day and during event to the role
 - Justify the success of the community management role with stats
- ***Creation of meaningful conversations in comments and replies (4 points)***
 - Provide five examples each of conversation and engagement between the community manager and online community

- **Overall engagement and community management on event days *(4 points)***
 - Provide the stats to prove the online engagement rates on the event days
 - Provide proof of the success of the community management role on event days
- **Growth of accounts, according to target audience *(4 points)***
 - Prove the increase in followers per platform, broken down to buildup and event phase

4. EVENT MANAGEMENT AND ONLINE IMPACT (TOTAL: 20 points)

If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.

- **Was there a hashtag campaign with notable impact *(4 points)***
 - Provide the hashtag and the reason for choosing to use it
 - Overall, explain how successful the hashtag was, with stats and examples of its public use
- **Public awareness of platforms on which to engage *(4 points)***
 - Give examples of where the public was informed of the different online platforms in which they could engage
 - Prove that the strategy worked, with examples of public engagement
- **Effective public encouragement to share event experience online *(4 points)***
 - Provide examples of successful public posts, sharing the experience of the event
 - Identify whether the amount of engagement by the public met the expectation and justify
- **Notable public engagement to create extended awareness *(4 points)***
 - Provide proof of online engagement between the public, as a form of third party marketing for the awareness of the event
 - Identify whether the expectation of public engagement was met, with examples of successful impact
- **Were influencers successfully incorporated into event *(4 points)***
 - Provide an explanation as to the use or exclusion of influencers
 - Introduce each influencer and why they were selected, with proof of their viability
 - Prove the success of the influencers, with images of stats and examples of posts

5. MEASUREMENT AND REPORTING (TOTAL: 20 points)

If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.

- **Effectiveness of reporting system used (5 points)**
 - Provide the reporting system/systems used and why they were selected
 - With images, prove the ease and effectiveness of the reporting system

- **Highlighted information reported on (5 points)**
 - Provide examples of the key elements reported on and explain the use of the feedback it provided
 - Prove effectiveness of stats throughout the report and explain the effectiveness moving forward

- **Visual reporting on most effective content generated (5 points)**
 - Provide images from the report, showing the effectiveness of the tracking system to show content and engagement and not purely stats
 - Prove effectiveness of visual reporting and key findings from it

- **Key performance elements of online campaign (5 points)**
 - Identify the key elements that were expected from the report and prove that it provided the information



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AAXO EXHIBITION AWARDS ENTRY RULES:

It is compulsory that all entrants are members of AAXO.

- Entries may only be submitted using the PowerPoint template provided.
- Entries will only be accepted via the AAXO ROAR AWARDS online entry portal.
- All entries must be submitted within 60 days from completion of the exhibition.
- Companies may submit more than one entry if the exhibition was held in the year 2018.
- ABC AUDIT certificates must be in process for each entry and available by 12th January 2019.
- All outstanding AAXO invoices must be settled in full.

Entry Forms must be completed online within the timeframe below:

- All entries for exhibitions organised during **2018** must be submitted by no later than **60 days from completion of the exhibition.**

Entry Fees:

- **Price:** R 750,00 (Excl. VAT) per entry category.
- An invoice will only be processed once your entry has been recorded.

Supporting Materials

- The entry must be completed in English only.
- Any audio or video submissions submitted should be no more than 4 minutes' duration and must be inserted as YouTube or Web links. Do not use hyperlinks.

IMPORTANT

All necessary file attachments should be uploaded on PowerPoint templates provided, where required in the online entry. (Completed file should not exceed 15 MEGS, for any videos please insert YouTube or Web links)

AWARDS:

- Winners will only be announced at the celebratory awards ceremony on the 31st January 2019
- Tickets may be purchased for the event from AAXO.
- AAXO trophies and certificates will be presented to the winners in each category.

For further information contact:

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