

Best of the best

A record number of entries, including work for some of the UK's biggest brands, have been shortlisted for the C&IT Awards 2015. By *Susie Harwood*

Bupa, Deloitte, John Lewis, Mazda, Twitter, Wella, Primark and Google are among the brands whose events have been shortlisted for the C&IT Awards 2015 – the UK's definitive awards for the B2B events industry.

A record number of almost 150 impressive entries was whittled down from a longlist by an expert judging panel of corporates, agencies and suppliers, who met to deliberate and score entries on 29 July at Brown's Hotel in London.

Representatives from companies including Barclays, Colgate-Palmolive, Innocent, Banks Sadler, Concerto Live, BCD Meetings & Events and The Barbican scored entries independently in a first round of online judging. They then met in groups for a lively debate on the merits of each entry that made it through the first round, before a final round of scoring to decide the shortlist and winners.

Both the number and quality of this year's entries was higher than ever, with judges impressed by the high standard of work.

Editor-in-chief Yasmin Arrigo says: "With the number of entries now showing a strong rise year-on-year, it's tougher than ever to win a C&IT Award, so congratulations are due to every company on the shortlist."

Winners will be announced at a ceremony at London Hilton on Park Lane on 25 September. New categories this year include Global Agency of the Year and Internal Communications Event of the Year.

Others include UK Agency of the Year, Incentive Programme of the Year, UK Conference of the Year, Best use of Social Media/Technology and six sector categories.



Going for gold
Judging took place at Brown's Hotel, London

SHORTLISTED COMPANIES

- | | | | | |
|---|--|--|------------------------------|-------------------------------------|
| 88 Events Company | BrandFuel | Crown | Green Light Events | Right Angle Corporate |
| Abu Dhabi National Exhibitions Company | Butlins | Curve Theatre | HGA Creative | Robinson College Cambridge |
| AddingValue | Conference & Events | Cuttsy and Cuttsy | Innovation Events | Sledge |
| The Appointment Group | Capita Travel and Events | CWT Meetings & Events | InVNT | Tata Consultancy Services |
| Ashfield Meetings & Events | Cascade Productions | Darkstar Events UK | Jack Morton Worldwide | Team Spirit Event Management |
| Aspect | Center Parcs Central Hall Westminster | DRP | Kings Place MCI | Top Banana TRO |
| The Bank | Cheerful21st Conference Partners | Etc.venues | MCM Creative Group | World Forum |
| BI Worldwide | The Convention Centre Dublin | Fisher Productions | Ovation Australia | WRG |
| The Black Tomato Agency | Corporate Rewards | The Fresh Group | Primary | XSEM |
| Brand & Deliver | | George P Johnson | Pure Events | Zibrant |
| | | Grass Roots Meetings & Events | QEI Centre | |
| | | | RAI Amsterdam | |



Shortlists for individual categories will be revealed on citmagazine.com in the build up to the awards ceremony. To book a table for the night, visit www.citawards.com or contact Steven Lewis on steven.lewis@haymarket.com or 020 8267 4042



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