



Outstanding Cultural Event or Festival

Criteria and Questions

Scotland is the Perfect Stage for events. From large scale international events to regional and community festivals, Scotland has a rich annual programme of events and festivals, and each makes an important contribution to our thriving communities and cities.

Who should enter?

This category aims to celebrate and recognise outstanding cultural events/festivals that are part of our tourism offering. Entries are sought from events/festivals that can demonstrate creativity, innovation and the delivery of unique, excellent experiences. Eligible events will have taken place between **1st May 2023 – 31st March 2024**.

Executive Summary (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your event or festival. Your entry should focus on the most recent edition of your event/festival taking place between 1st May 2023 – 31st March 2024. Some examples of the type of information judges will be looking for are listed below. This question is not scored but it is important to set out a good overview of your event/festival for general understanding/background knowledge.

- Type of event - e.g. what aspect of culture did your event/festival celebrate/showcase; who is it for; what does it aim to achieve?
- Audience/spectator/participant/artist numbers and profile
- Number of years the event has been operating for and how it has developed
- Outline programme/Event experience
- If the event is recurring or a one-off
- Any other information you feel is relevant

1. In what ways is your event or festival unique to your area/Scotland? Provide examples of how it provides an authentic, memorable and unique experience for participants and attendees. (500 words)

You should provide **clear evidence** of activity within the time period from **1st May 2023 to 31st March 2024** Please cover any areas you think are relevant, although you may wish to include aspects such as:

- How does your event utilise and develop the key assets that make Scotland the Perfect Stage for events: Our people, cultural identity and heritage, natural environment, built facilities and our signature events.
- How does your event/festival showcase the area in which it takes place?
- What's unique about your offer?
- Describe how you have collaborated with Scottish tourism businesses/partners to strengthen your event/festival and the visitor experience

2. Please tell us what success your event achieved in terms of the event experience, programming, audience engagement and media reach (inc. print, broadcast and digital) (500 words)

This is your chance to highlight to judges what made your event/festival outstanding in terms of the experience that was delivered and how it engaged with attendees and through wider media reach. Please cover any areas you think are relevant, although we suggest you include aspects such as:

- The event experience — how did it engage, excite or inspire attendees/ participants, performers, etc?
- Provide an outline of attendee and/or participant feedback/research/stats that evidence high satisfaction and engagement
- Tell us how many people your event engaged. Provide detail in terms of live and/or online audience numbers, participation, media reach, etc. Where did you attendees come from and who were they?
- Describe any new/innovative developments that have helped improve the event experience
- Please tell us about your future ambitions for the development of the event experience



3. Please tell us how your event incorporated responsible planning and delivery? (500 words)

Responsible event delivery is an essential criterion for excellence and should be core to all event planning. Delivering responsible events encompasses protecting the environment and our cultural heritage, ensuring accessibility and inclusivity and providing benefits for our host communities.

The judges are looking for you to demonstrate that responsible event planning and delivery was central to your approach and that you excelled in this respect. Please cover the areas you think are relevant but at minimum you should outline:

- How your event has shown ambition and innovation to reduce your environmental impact, e.g. energy efficiency, waste reduction, water conservation, low-carbon transport
- Your commitment to protecting the environment impacted by your event
- How your event promotes and preserves our culture and traditions?
- What you've done to make the event as inclusive and accessible as possible and how you ensure potential attendees know what's available for different needs.
- How your event invests in and benefits the host community.