



czech event awards

## PRESS RELEASE

### Czech Event Awards 2015 - Winners Announced

In Prague, 28.4.2015 - The Czech Event Awards (CEA) jury decided on a personal deliberation about the final winners in the main categories Events and Suppliers and also awarded several special prizes. Certificates and trophies were handed over to the winners at a gala evening which took a place in an unique place Ziba Prague Glass Experience Museum.

**The main prize "Event of the Year" won the event agency JAD Productions s.r.o. "Engage NYC 2014 Socialbakers" project which was implemented for the client of Socialbakers. The winner received besides a trophy and a certificate also a symbolic voucher for the application of the European event competition EuBEA which is prized for 1.000 EUR. This amount will be paid by Czech Event Awards organisator. Main prize was personally handed by the president of the EuBEA Mr. Salvatore Sagone who was also honorary chairman of the jury Czech Event Awards.**

The title "Person of the Year" was awarded to Tomáš Brázda who was told by the jury "he stands for the realization of the most important projects in the field of event marketing: Czech Events Awards. He initiated the establishment of professional associations Event Marketing Association Czech Republic, he also built an international conference #eventforum and he already publishes for a few years the Event & Promotion magazine".

### The complete list of awards:

You can only see the categories which were awarded. In some categories it was granted only some place.

#### Category A) Events

##### **B2B event (corporate events for clients and business partners)**

###### Opening / Launch

1. CPI Property Group – Festive opening of a multifunctional complex Quadrio
2. FCB Prague - Passa<sup>®</sup>t Party
3. QUIX - Launch Rudolf

###### Conferences and Congresses

1. JAD Productions s.r.o.. - Engage NYC 2014 Socialbakers
2. top vision s.r.o. - #eventforum

##### **B2E event (corporate events for employees)**

###### Team building

- 1st CREATIVE PRO (CZ) s.r.o. - EASTERN EXPEDITION LIGHTS

##### **B2P / P2P event (event directed to the public)**

###### Generally beneficial event (support environment, CSR)

1. PGM - AVON March 2014

## **B2C event (event directed to consumers)**

### Sales promotion

2. M-Ocean, s.r.o. - Launch of brand Ice & Fire

### Roadshow

1. Quix - CIRK KOFOLA
3. Quix - CAMEL Rio Brach

### Festivals

2. Art4promotion, s.r.o.. - Audiovisual Festival on the VLTAVA LIVES

## **Category B) Supplier of the year**

### Location

1. Gallery of Central Bohemia (GASK)
2. Impact Hub Prague
3. Forum Karlín

### Program / Show

1. JAD Productions, s.r.o. - Launch volswagen generation Passat 8

### Personál agency / art

1. Xtreme hostess service, s.r.o.

## **Category C) Special prices**

### Best concept (also unrealized)

**CPI Property Group** – Festive opening of a multifunctional complex Quadrio

"More unusual and original elements in an ingenious concept. The concept was very well tailored to the occasion."

### Jury Award

**FCB Prague** - Passa®t Party

"Great visual impact and the use of" hi-tech "technologies."

### The client/sponsor of the year

#### **Socialbakers**

*"The generosity, creativity and self-confidence. It represents the authority which eventmarketing used as its main acquisition tool and at the same time is not afraid to lead the way in making nontraditional"*

### Discovery of the Year (individual, project, supplier)

**Svět techniky**, Dolní oblast Vítkovice

*"Very original and uniquely conceived location. It has educational value added"*

### Personality of the Year

**Tomáš Brázda**, Event & Promotion

*"Tomáš Brázda who stands for the realization of the most important projects in the field of event marketing: Czech Events Awards. He initiated the establishment of professional associations Event Marketing Association Czech Republic, he also built an international conference #eventforum and he already publishes for a few years the Event & Promotion magazine".*

### Event of the year (absolute winner)

**JAD Productions, s.r.o..** - Engage NYC 2014 Socialbakers

- The end of the list of awards -

The final order of winners in each category chosen by a jury composed of experts in event marketing and from the representatives of major contracting events (companies). Three-hour meeting of jury members held on the 28th of April 2015 in the morning. Complete jury contains 25 members.

In the first year of the Czech Event Awards were entered 27 events and 14 suppliers. In the resulting voice jury awarded total: Events in the category of 11 awards, in the category Supplier of the Year awarded 5 and also awarded a total of 6 special prizes. All submitted works and subjects will be published in printed and electronic version of the Yearbook 2015 and on a website of CEA. The yearbook will be available to the public about the beginning of June.

### **CEA trophy. The winners received an unique trophy.**

The trophy for the winner of this year's CEA produced a 3D printing company MCAE. The author of this artwork is MgA. Adam Krháněk. The award symbolizes the essence of the event which creates a compact unit made up of many small parts which, if properly fit into each other, creates an art work. But you need to move some parts of the "puzzle" an the whole complex loses the necessary harmony and it is very difficult to build it back. Like the event ...

An artifact is a combination of a Rubik's cube mechanism and high-polygon object which was in the process of the artist's sculptures Cell. The art development took four months, came 5 test versions and their modifications. Each piece is an original, printed and then hand made and composed with 45 parts. The preparation of the components of each piece takes 5 hours, the completion took 1 hour, the printing of all parts took 20 hours. It was printed on a 3D printer and Fortus 900 mc Fortus 400 mc - the largest and second-largest printer from Stratasys. Material: ABS Ivory. Only the price of each piece of technology overlaps value 15.000 CZK.

### **The organizers and partners CEA**

Soutěž Czech Event Awards organizuje pod záštitou Event Marketing Association Czech Republic, o.s. společnost Event&promotion s.r.o.. Jedná se o historicky první ročník Czech Event Awards, oborové Czech Event Awards competition is organized under the auspices of Event Marketing Association Czech Republic, o.s. Event & Company Ltd. promotion. This is the first annual ever od the Czech Awards Event, departmental competition, focusing on the outstanding achievements in event marketing. The information campaign is publicized via media partners - Marketing & Media, Event & Promotion, Mediaguru.cz, Firemniakce.cz.

CEA partners in 2015 who participated in the implementation of the event and especially of the festive evening are:

Main partner - the official locations:

Ziba, Prague Glass Museum Experience (CPI Property Group)

Partners of the realisation:

NA + 1, AV Media, Quix, Eube, MCAE, Maxiservice (catering), Pilsner Urquell, the Parkhotel Praha Barcelo Hotels & Resorts, VI Hotels & Resorts, Premier Wines & Spirits, Café Reserva, Xtreme Hostess Service, Zápujčka.cz

More information about the contest on the official website: [www.czech-event-awards.cz](http://www.czech-event-awards.cz).

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## Links

CEA – download photo report - hires - [www.czech-event-awards.cz/download/cea\\_fotoreportaz01-hires.zip](http://www.czech-event-awards.cz/download/cea_fotoreportaz01-hires.zip)

CEA – download photo report - lowres - [www.czech-event-awards.cz/download/cea\\_fotoreportaz01-lowres.zip](http://www.czech-event-awards.cz/download/cea_fotoreportaz01-lowres.zip)

CEA – oficial website - [www.czech-event-awards.cz](http://www.czech-event-awards.cz)

EuBEA – oficial website - [www.eubeafestival.com](http://www.eubeafestival.com)

ZIBA, Prague Glass Experience Museum – oficial location - [www.ziba.cz](http://www.ziba.cz)

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