

Stadium

Events & Hospitality

Awards

2015

Thursday 4 June 2015

King Power Stadium, Leicester City Football Club



#SEHA2015

SPONSORED AND SUPPORTED BY



VenueSmart



ConferenceNews

HospitalityGEM
Guest Experience Management



SOLENT STUDIOS
DIGITAL PHOTOGRAPHERS

2015 will be the 11th annual stadia awards organised by Stadium Experience. The Stadium Events and Hospitality Awards will be held on Thursday 4th June 2015 at the King Power Stadium, Leicester City Football Club.



The Stadium Events & Hospitality Awards are organised by



Previous host clubs have been:

- 2005 Aston Villa**
- 2006 Tottenham Hotspur**
- 2007 Newcastle United**
- 2008 Leicester City**
- 2009 Chelsea**
- 2010 Wigan Athletic**
- 2011 Wolverhampton Wanderers**
- 2012 Brighton & Hove Albion**
- 2013 Reading**
- 2014 Hull**



The awards were founded in 2005 by members of Stadium Experience to recognise the very best UK football stadia venues. In 2014 the awards evolved to incorporate the UK's rugby stadia in line with the growing membership to Stadium Experience. The Stadium Events and Hospitality Awards recognise the fantastic commitment of the matchday hospitality and specialist event teams that work tirelessly behind the scenes.

The Stadium Events and Hospitality Awards are an excellent opportunity to raise the profile of your stadium as a venue, and to recognise the amazing teams that go above and beyond to make your stadium such a success.

The awards will be open for entry from 1st October 2014 to 15th April 2015 (with the exception of Chef Team of the Year). The results will be announced at the awards evening on Thursday 4th July 2015 at the King Power Stadium, Leicester City Football Club. The evening will be a gala dinner celebration, with live music and after party.

The 2015 host club:
King Power Stadium,
Leicester City Football Club



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com



Stadium Events & Hospitality Awards 2014

The 2014 awards were hosted at the KC Stadium, Hull with 350 guests attending. Here's a reminder of the 2014 results:



MEDIA CHOICE AWARD

Sponsored by Conference News

- WINNER:** Manchester City Football Club
SILVER: Brighton & Hove Albion Football Club
BRONZE: Aston Villa Football Club
(Voted for by media attending matches across the UK)



MATCHDAY HOSPITALITY AWARDS

Sponsored by Salon Culinaire

- Matchday Hospitality Award – Small Stadium (up to 30,000 seats)**
WINNER: Newcastle Falcons Rugby Club
SILVER: Wigan Warriors Rugby Club
BRONZE: Cardiff City Football Club



CONFERENCE & EVENTS SALES & MARKETING AWARD

Sponsored by Hospitality Gem

- WINNER:** Hampden Park Stadium
SILVER: Newcastle United Football Club
BRONZE: Aston Villa Football Club
(Judged by a mystery shopper style telephone call enquiry and follow up process)



- Matchday Hospitality Award – Medium Stadium (up to 40,000 seats)**
WINNER: Brighton & Hove Albion Football Club
SILVER: Birmingham City Football Club
BRONZE: Leeds United Football Club



STAR FOR THE FUTURE AWARD

Sponsored by The Football People

- WINNER:** Elisha Lindsay – Newcastle United
SILVER: Vinnie Shields – Everton Football Club
BRONZE: Neil Hubbard – Birmingham City
(Judged by award sponsors)



- Matchday Hospitality Award – Large Stadium (over 40,000 seats)**
WINNER: Newcastle United Football Club
SILVER: Chelsea Football Club
BRONZE: Everton Football Club
(Reported by professional chef judges who experienced hospitality at UK clubs this season using strict criteria)



OPERATIONS TEAM OF THE YEAR AWARD

Sponsored by Life Water

- WINNER:** Reading Football Club
SILVER: Worcester Warriors Rugby Club
BRONZE: Southampton Football Club
(Judged by panel of award sponsors and the Stadium Experience Awards committee)



DIRECTORS CHOICE AWARDS

Sponsored by FC Business

- WINNER:** Brighton & Hove Albion Football Club
SILVER: Bradford City Football Club
BRONZE: Queens Park Rangers Football Club
(Voted for by clubs board of directors when they visit an away match)

OVERALL MATCHDAY HOSPITALITY AWARD



WINNER
NEWCASTLE FALCONS RUGBY CLUB

SILVER
NEWCASTLE UNITED FOOTBALL CLUB

BRONZE
WIGAN WARRIORS RUGBY CLUB



2015 Award Categories & Criteria

In 2014 the awards have evolved to incorporate both UK football and rugby stadia in line with the growing membership to Stadium Experience.

Who can enter?

The awards recognise and reward the very best football and rugby stadia venues in the UK. Some of the award categories are open to all UK football and rugby stadia venues, and some award categories are for Stadium Experience members only. Please see individual category for details.

If you are interested in joining Stadium Experience, please contact 0845 226 5494 or email office@stadiumexperience.com for more information.

The 2015 award categories are:

Media Choice Award **ALL** ConferenceNews

This category is voted for by local and national media visiting your stadium. This influential audience is voting for a warm welcome, friendly service and top class food. Nomination forms are available for you to distribute to media on matchdays. There will be an overall winner, silver and bronze award for UK football and rugby stadia.

Directors Choice Award **ALL**

This category is voted for by Directors at each club. A nomination form is posted and emailed to every Club Secretary (or equivalent) asking for them to nominate the club where they had the best away experience when travelling with their team. They are specifically asked to consider the welcome, service and catering when casting their vote. There will be an overall winner, silver and bronze award for UK football and rugby stadia.

Conference, Event Sales & Marketing Award **SE**



Judged by Hospitality Gem, a mystery shopper style sales call will be made to your club, recorded and marked with a full report available after the awards ceremony. The feedback can be very useful to aid training and development. The fee to enter is £75 to cover administration costs. There will be an overall winner, silver and bronze award for UK football and rugby stadia.

Key

Open to all **ALL** Stadium Experience Members only **SE**



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com



Operations Team of the Year Award SE

This award aims to recognise the often unseen behind-the-scenes teams that make stadium events run so smoothly. Judges are looking for teams which go above and beyond the call of duty to provide the very best service to customers. This award will be judged by the Stadium Experience leadership team. The fee to enter is £75 to cover administration costs.

Star for the Future Award SE



This award aims to recognise those individuals who shine daily and will one day be leading a team of their own. This may be someone at the start of their career, making great strides in their roles. This could be a Chef de Partie that would make a wonderful Head Chef, or a Sales Co-ordinator that is management material. Recognise their hard work by nominating them for this award. This award will be judged by The Football People. The fee to enter is £75 to cover administration costs.

Chef Team of the Year Award SE



This award is judged as part of the live kitchen event which takes places at Hospitality 2015 at the NEC, Birmingham on Wednesday 21 January 2015. Chefs teams will have one hour to prepare, cook and present a three-course menu suitable for their Club Chairman to entertain the Head of the FA or RFU to dinner. The fee to enter is £150 and entitles you to enter a team of two chefs into the live competition. Maximum of 8 teams able to compete. Closing date for this category is 17 Nov 2014.

Matchday Hospitality Awards SE



To enter you must provide two hospitality tickets to a home match of your choice. A judge and guest will attend and experience the entire hospitality experience. The tickets provided must be in a suite which is not exclusive (i.e. can be purchased by corporate clients or public). The judge will complete a full report on their experience, which will be available after the awards ceremony. This award will be divided by club seating capacity with a winner in each of the three categories. There will also be an award for the overall winner (taken from the total scores across the three categories).

Small Stadium = Up to 750 Hospitality guests*

Medium Stadium = 751-1500 Hospitality guests*

Large Stadium = Above 1501+*

* The maximum capacity for matchday hospitality at my venue including all restaurants, directors, press, other lounges and boxes.



Key Open to all ALL Stadium Experience Members only SE



HOW TO GET INVOLVED

You can nominate yourselves and colleagues in the following categories, by applying to enter:

- Matchday Hospitality Awards:** Small Stadium **SE**
- Matchday Hospitality Awards:** Medium Stadium **SE**
- Matchday Hospitality Awards:** Large Stadium **SE**
- Conference, Event Sales & Marketing Award** **SE**
- Operations Team of the Year Award** **SE**
- Star for the Future Award** **SE**
- Chef Team of the Year Award** **SE**

The following awards are nominated by others.
You can encourage votes for your club by sharing the enclosed entry forms as much as possible.

- Media Choice Award** **ALL**
Open to all
- Directors Choice Award** **ALL**
Open to all



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com



COME ALONG!

Thursday 4th June 2015, King Power Stadium, Leicester City Football Club

Why not treat your team to a night out and celebrate with others from the industry. You could even invited your suppliers!

Stadium Experience members will receive 2 free tickets to the awards evening as part of their member benefits * (non-transferable and no cash value or refund).

To increase to a table of 10, just pay for 8 tickets at £75 per person = **£600.00**

To increase to a table of 12, just pay for 10 tickets at £75 per person = **£750.00**

Non member tickets = **£110.00 per person or £950 for a table of 10.**

Ticket includes:

- Drinks reception
- Four course banquet
- Awards Ceremony & Celebrations
- Live Entertainment
- After Party



*for members who pay their 2015 membership invoice in full by 28th February 2015.



BOOKING FORM

Tickets booked after 1st March 2015 are payable at the time of booking by credit card and will incur a card charge fee.

To book your table please complete this form and scan and email to office@stadiumexperience.com or return by fax to 0845 226 5484, or post to Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE.

Name:

Company: Telephone:

Address:

Post Code:

I would like tickets which totals £:

Payment Details

I enclose the Annual Awards Dinner fee payable by cheque or credit card:

- Please invoice me for the full amount
- I enclose a cheque (payable to Stadium Experience).
- Please debit my debit/credit card for the amount plus 3% transaction fee.

Cardholder's Name:

Card Number:

Expiry Date: / Start Date: / Security Code:

Card Type (not switch):

Signature: Date: / /



VenueSmart

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:
Media Choice Award

sponsored by
ConferenceNews

Open to all UK football and rugby stadia

Criteria: Please nominate the club at which you have experienced the best overall hospitality during the season 2014/15, taking into consideration the standards of service, choice and quality of catering, and customer service.

Closing Date: 15th April 2015

Cost: Not applicable

All sections MUST be completed in order for your vote to qualify. Your vote will not count if any of the sections below are incomplete

Your Name	
Your Company	
Your Title/Position	
Your Contact Email	
Your Contact Telephone Number	
Club you are Nominating	
Supporting Statement	

* Please place this form in your press lounge on matchdays for media to use. Entries received are qualified by the Stadium Experience Leadership Team.

Nominations to be returned by 15th April 2015

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:
Directors Choice Award

Open to all UK football and rugby stadia

Criteria: Please ask your directors or club secretary to nominate the club at which they have experienced the best overall hospitality during the season 2014/15, taking into consideration the standards of service, choice and quality of catering, and customer service. 1st, 2nd and 3rd nominations accepted per club.

Closing Date: 15th April 2015

Cost: Not applicable

All sections MUST be completed in order for your vote to qualify. Your vote will not count if any of the sections below are incomplete

Your Name	
Your Club	
Your Title/Position	
Your Contact Email	
Your Contact Telephone Number	
Club you are nominating in first place <i>Supporting statement</i>	
Club you are nominating in second place <i>Supporting statement</i>	
Club you are nominating in third place <i>Supporting statement</i>	

Nominations to be returned by 15th April 2015.

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:
Conference, Event Sales
& Marketing Award

supported by
HospitalityGEM
Guest Experience Management

Open to Stadium Experience Members Only

Criteria: Your venue will be judged by Hospitality Gem and is based on a mystery shopper corporate/business event sales enquiry call which will be made during March or April. Comprehensive results and call recording will be available after the awards evening, which will provide useful industry feedback to use as training aids.

Closing Date: 15th April 2015

Cost: This category costs £80 to enter to cover administration costs.

All sections MUST be completed in order for your vote to qualify.

Yes we would like to be entered into the above award category at a cost of £80

Club Name	
Form Completed by	
Your Contact Email	
Your Contact Telephone Number	
Any other information	

Entry form to be returned by 15th April 2015

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:

Operations Team of the Year Award

Open to Stadium Experience Members Only

Criteria: Please enclose supporting evidence of how the nominated Operations Team has gone above and beyond the call of duty to provide the very best service to customers during the 2013/14 season. This award will be judged by the Stadium Experience Leadership Team.

Closing Date: 15th April 2015

Cost: This category costs £80 to enter to cover administration costs.

All sections MUST be completed in order for your vote to qualify.

Yes we would like to be entered into the above award category at a cost of £80

Club Name	
Form Completed by	
Your Contact Email	
Your Contact Telephone Number	
Nominated Team	
Supporting Statement (please attach supporting evidence)	

Nominations to be returned by 15th April 2015

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:
Star for the Future Award

sponsored by



Open to Stadium Experience Members Only

Criteria: This award aims to recognise those individuals who shine daily and will one day be leading a team of their own. This may be someone at the start of their career, making great strides in their roles. This could be a Chef de Partie that would make a wonderful Head Chef, or a Sales Co-ordinator that is management material. Recognise their hard work by nominating them for this award.

Please complete the entry form and enclose supporting statements/evidence with your application. This award will be judged by The Football People.

Closing Date: 15th April 2015

Cost: This category costs £80 to enter to cover administration costs.

Previous winners of this award are not eligible to enter again.

Yes we would like to be entered into the above award category at a cost of £80

Club Name	
Form Completed by	
Your Contact Email	
Your Contact Telephone Number	
Nominated Star for the Future Name	
Supporting Statement (please attach supporting evidence)	

Nominations to be returned by 15th April 2015

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

Category:

Chef Team of the Year Award

sponsored by



Open to Stadium Experience Members Only

Criteria: You will be judged as part of the live kitchen event which takes place at Hospitality 2015 at the NEC, Birmingham on Wednesday 21 January 2015. Chefs teams will have one hour to prepare, cook and present a three-course menu suitable for their Club Chairman to entertain the Head of the FA or RFU to dinner.

Closing Date: 17th November 2014

Cost: £150 per team and entitles you to enter a team of two chefs into the live competition. Maximum of 8 teams able to compete.

Please note places to compete will be allocated on a first come, first served basis.

Yes we would like to be entered into the above award category at a cost of £150

Club Name	
Contact Name	
Your Title/Position	
Contact Email	
Contact Telephone Number	

Nominations to be returned by 17th November 2014

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com

THE STADIUM EVENTS & HOSPITALITY AWARDS 2015



Entry Form

sponsored by



Category: Matchday Hospitality Award

Open to Stadium Experience Members Only

Criteria: You will be judged on the entire matchday experience, including efficiency pre-match, professionalism and customer service on the day with the main focus being on the catering and service experience. To enter, you must provide two places in hospitality at a match of your choice (ideally a Saturday, before 20th April 2015), with parking, in a non-exclusive suite that is available to purchase by corporate clients. Tickets must be sent to Stadium Experience which will be sent to the judge 10 days prior to the match experience, along with the judging reporting pack.

You will know in advance which independent judge will be attending. The judge will have strict criteria report pack with them, which has been developed by Salon Culinaire with the assistance of the Stadium Experience Leadership Team.

Closing Date: Match before 20th April 2015

Cost: Free to enter, you must provide tickets, hospitality and parking.

Please return this with a copy of your matchday hospitality brochure and details of the package.

Club Name			
I am entering into the following award: (please tick which category your stadia fits into)	<input type="checkbox"/> Up to 750 Hospitality guests	<input type="checkbox"/> 751 – 1500 Hospitality guests	<input type="checkbox"/> 1501 + Hospitality guests
	<small>* The maximum capacity for matchday hospitality at my venue including all restaurants, directors, press, other lounges and boxes</small>		
Contact Name			
Contact Email			
Contact Telephone Number			
Approximate Cost per Ticket			
Date of Match		Judge Arrival time	
Parking Information			
Please detail what package is offered (i.e. menu type, drinks, entertainment etc....)			

Entry to be returned by 20th April 2015

Email to: office@stadiumexperience.com

Post to: Stadium Experience, Basepoint Centre, Andersons Road, Southampton, SO14 5FE

Fax to: 0845 226 5484



The Stadium Events & Hospitality Awards 2015

For enquiries please call: 0845 226 5494 or email office@stadiumexperience.com