Competition fact sheet

Key facts, dates and entry information for the 2027 MUSE Event Awards.

Fact	Official detail
Competition	2027 MUSE Event Awards
Positioning	The Global Awards for Events and Experiences
Organizer	International Awards Associate (IAA)
Status	Founding competition in 2027
Scope	International; open to eligible entrants worldwide
Call for entries opens	October 16, 2026
Eligibility period	Eligible work or activity on or after January 1, 2024
Structure	10 Award Categories and more than 350 category options
Entry and evaluation	Online submission and independent online judging
Recognition	Platinum, Gold and Silver; eligible Platinum-winning entries may also be selected for MUSE Grand Distinctions

Competition dates

Entry period	Dates
Early Bird	October 16 - November 19, 2026
Regular	November 20 - December 17, 2026
Final	December 18, 2026 - January 14, 2027
Final Extension	January 15 - February 25, 2027
Results Announcement	April 16, 2027

Eligibility, judging and recognition

Who can enter

Event and experiential agencies, organizers, producers, brands, corporations, in-house teams, creative and production partners, suppliers, technology providers, venues, destinations, independent professionals, public institutions and nonprofit organizations.

Recurring and ongoing work may be entered when the activity presented for evaluation occurred within the eligibility period. Agencies and professional partners may submit client work with appropriate authorization and accurate credits. Virtual and hybrid events are eligible.

Entry requirements

Requirement	Detail
Language	English
Entry brief	Maximum 350 words
Images	Up to eight supporting images
Video	Optional; maximum three minutes
Supporting documents	Optional; maximum 4 MB per file
Editing after payment	Permitted until February 25, 2027, subject to the published terms
Multiple categories	Each eligible category is evaluated independently and carries the applicable fee

Evaluation

An international jury evaluates each eligible entry independently using category-relevant expertise. The five criteria are Purpose & Relevance; Strategy & Approach; Execution & Quality; Distinction & Excellence; Results & Impact. Entries are assessed on their own merits. Blind judging is used wherever practicable; identifying information may be necessary for organizations, professionals, venues and destinations.

Recognition	Final score
Platinum Winner	85-100
Gold Winner	75-84
Silver Winner	65-74

Entries below 65 points receive no award. A category may have multiple winners or no winners. MUSE Grand Distinctions are selected at the jury’s discretion from eligible Platinum-winning entries and may be withheld.

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