2027 Press & Media Kit

The Global Awards for Events and Experiences

An editorial reference for the 2027 MUSE Event Awards, bringing together the award background, competition facts, category scope, recognition framework and media resources.

About the MUSE Event Awards

The MUSE Event Awards is an international competition organized by the International Awards Associate (IAA) to recognize outstanding events and experiences and the professional achievements behind them. Its scope spans events, brand experiences, production, design, marketing, technology, sustainability, accessibility, organizations, professionals, venues, destinations, regions, and industry sectors.

The 2027 program marks the competition's founding edition and extends the established MUSE Awards legacy into the global events industry. Entries are evaluated independently by international professionals through a consistent framework focused on purpose, strategy, execution, distinction, and impact.

Key facts

Information	Detail
Organizer	International Awards Associate (IAA)
Positioning	The Global Awards for Events and Experiences
Scope	Open worldwide to eligible entrants
Competition year	2027; founding competition
Call for entries opens	October 16, 2026
Early Bird Deadline	November 19, 2026
Final Extension Deadline	February 25, 2027
Eligibility	Eligible work or activity on or after January 1, 2024
Award structure	10 Award Categories; more than 350 category options
Format	Online submission and independent online judging

The MUSE background

The MUSE identity began with the MUSE Creative Awards in 2016 and expanded through the MUSE Design Awards in 2019, MUSE Hotel Awards in 2020 and MUSE Photography Awards in 2021. The 2027 MUSE Event Awards extends this portfolio into events and experiences.

Entry & evaluation

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

Eligible entrants and work

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

Eligible work or activity must fall on or after January 1, 2024. Recurring and ongoing achievements may enter when the activity presented for evaluation falls within that period. Virtual and hybrid events are eligible. Client submissions require appropriate authorization and accurate credits.

Submission at a glance

Entries are submitted online in English. The entry brief has a maximum of 350 words, with up to eight supporting images, optional video of no more than three minutes, and optional supporting documents of up to 4 MB per file. Paid entries may be edited until February 25, 2027, subject to the published terms.

Independent evaluation

Each eligible entry is assessed on its own merits by international jurors with category-relevant expertise. The five criteria are Purpose & Relevance; Strategy & Approach; Execution & Quality; Distinction & Excellence; Results & Impact. Blind judging is used wherever practicable; identifying information may be necessary to evaluate organizations, professionals, venues and destinations.

An achievement may be submitted into multiple eligible categories. Every category is evaluated independently and carries the applicable fee. Payment does not guarantee an award.

Award categories

10 Award Categories · More than 350 category options

Events

Complete events recognized for their purpose, concept, execution, audience experience, and overall impact.

Brand Experiences & Activations

Experiences and activations that connect brands, ideas, and audiences through purposeful engagement.

Event Production & Services

Production expertise, technical delivery, coordination, and operational execution behind successful events.

Event Design & Creative

Creative environments, visual systems, spatial experiences, and design elements that shape how an event is experienced.

Event Marketing, Communications & Strategy

Strategies, campaigns, content, communications, and promotional achievements that build awareness and participation.

Event Technology

Technologies, platforms, systems, and digital solutions advancing event delivery and audience engagement.

Event Sustainability, Accessibility & Impact

Achievements strengthening environmental responsibility, accessibility, inclusion, community value, and lasting impact.

Agencies, Teams & Professionals

Organizations, specialist companies, teams, leaders, and professionals demonstrating exceptional event-industry expertise.

Regional & Industry Excellence

Recognizing achievement across distinct geographic markets and specialized industry sectors.

Venues & Destinations

Venues and destinations providing the setting, infrastructure, service, and possibilities through which events succeed.

Recognition & media

Recognition levels

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

Entries below 65 points receive no award. Categories may have multiple winners or no winners. Exceptional eligible Platinum-winning entries may be selected for MUSE Grand Distinctions, which are awarded at the jury's discretion and may be withheld.

Winners receive an official winner title, digital certificate, winner badge, official listing, dedicated profile and promotional resources. Standard winners are eligible to purchase the statuette. Each Grand Distinction recipient receives a commemorative statuette. Selected editorial opportunities are subject to review and are not guaranteed.

Official media resources

The Press & Media page provides the official logo and campaign key visual, together with access or request links for the brand guidelines, competition fact sheet, approved descriptions, category overview, image usage information and official launch press release.

For the current materials and official announcement, visit https://museeventawards.com/press-media or contact the media team. Request confirmed juror profiles and approved portraits directly from the team.

Visual asset use

Use the original released assets and accompanying credits and restrictions. Do not alter, redraw, recolor, distort or combine the logo with another mark. Asset use does not imply endorsement, partnership, sponsorship or affiliation with MUSE, IAA or Grand Jury members. Obtain the exact supplied credit and permission for each third-party photograph, portrait or logo.

About the MUSE Awards

The MUSE Awards is an international portfolio of competitions recognizing achievement across creative, design, hospitality, photography, and related professional disciplines. The MUSE Event Awards extends this established identity and awards framework into events and experiences.

About the International Awards Associate

The International Awards Associate (IAA) is the organization behind the MUSE Awards and a portfolio of international award programs recognizing professional achievement across multiple industries and disciplines.

Media contact

MUSE Event Awards Press & Media Team
International Awards Associate (IAA)
info@museeventawards.com
https://museeventawards.com/press-media