Approved award descriptions

Short and standard descriptions for media articles, listings, announcements and editorial introductions.

Short description

The MUSE Event Awards is an international competition recognizing outstanding events and experiences, together with achievements across production, design, marketing, technology, sustainability, accessibility, organizations, professionals, venues, destinations, regions, and industry sectors. The 2027 program marks its founding edition within the MUSE Awards' lineup of global competitions.

Standard description

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.

Official name and positioning

Award name: MUSE Event Awards
Year-specific name: 2027 MUSE Event Awards
Positioning: The Global Awards for Events and Experiences

Organizer and portfolio descriptions

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 (IAA)

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.

Editorial use

Use the short description for compact listings and introductions. Use the standard description when readers need the award's scope, organizer, founding status and evaluation approach. Add date-sensitive facts from the competition fact sheet rather than changing the meaning of these descriptions.

Keep the MUSE Event Awards separate from the wider MUSE Awards portfolio. Use current official category names when identifying individual Award Categories. Do not attribute another MUSE program's entrants, winners or results to the MUSE Event Awards.

Media contact

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