Award category overview

A guide to the ten Award Categories in the 2027 MUSE Event Awards. Each Award Category contains Category Groups and Subcategories for specific achievements.

Events

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

Category Groups
Business & Professional Events; Launches, Ceremonies & Celebrations; Arts, Culture & Entertainment Events; Exhibitions, Trade & Educational Events; Sports & Competitive Events; Weddings, Private & Hospitality Events; Event Formats, Scale & Delivery.

Brand Experiences & Activations

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

Category Groups
Brand Experiences; Brand Activations; Immersive & Interactive Experiences; Retail, Pop-Up & Live Commerce Experiences; Partnership & Community Experiences.

Event Production & Services

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

Category Groups
Production Management; Technical & Audiovisual Production; Stage, Scenic & Exhibition Production; Event Operations & Logistics; Guest, Creative & Specialist Services; Safety, Security & Risk Services.

Event Design & Creative

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

Category Groups
Event Concept & Creative Direction; Event Identity & Branding; Stage, Scenic & Entertainment Design; Exhibition & Spatial Design; Attendee Experience Design.

Choose the category that reflects the specific achievement being presented, whether the complete event or a distinct contribution to it.

Event Marketing, Communications & Strategy

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

Category Groups
Event Campaigns; Audience Growth & Engagement; PR, Media & Public Affairs; Digital, Social & Content; Event Strategies.

Event Technology

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

Category Groups
Event Management Technology; Registration, Ticketing & Access Technology; Audience & Interaction Technology; Immersive & Emerging Technology; Use of Technology.

Event Sustainability, Accessibility & Impact

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

Category Groups
Sustainable Events & Initiatives; Environmental Innovation; Accessibility & Inclusion; Social Impact & Responsibility; Responsible & Cost-Effective Delivery.

Agencies, Teams & Professionals

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

Category Groups
Event & Experience Agencies; Specialist Companies & Service Providers; Teams; Leadership & Individual Achievements.

Regional & Industry Excellence

Recognizing achievement across distinct geographic markets and specialized industry sectors.

Category Groups
Regional Excellence; Industry Excellence.

Venues & Destinations

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

Category Groups
Venues by Size & Capability; Venues by Type; Event Destinations by Region; Destination Specialisms.

Choosing and entering categories

The same achievement may be entered in multiple relevant Subcategories when each reflects a distinct aspect of the work. Each submission is evaluated independently and carries the applicable fee. Every Category Group includes a New Category option, with proposals reviewed by the awards team before judging.

For the full Subcategory list and current entry options, use the official directory: https://museeventawards.com/categories.

Category assistance: info@museeventawards.com.