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MUSE Expands Its Global Legacy with the Launch of the 2027 MUSE Event Awards

The Global Awards for Events and Experiences opens worldwide with more than 350 categories.

(INTERNATIONAL, October 16, 2026) — The International Awards Associate (IAA) today launches the **2027 MUSE Event Awards**, bringing a dedicated MUSE distinction to the global events industry and opening its inaugural Call for Entries.

Established in 2016, MUSE has recognized achievement across creative communications, design, hospitality, and photography. Its expansion into events builds on that foundation and the experience of IAA, whose awards network has received more than 100,000 entries from participants across 124 countries.

For inaugural jury member Melissa Vilders, the launch is an opportunity to recognize how events combine strategic thinking with audience understanding.

"Having worked across global events, I've seen how the most impactful experiences bring together strategic thinking, creativity, and a genuine understanding of their audiences. I'm looking forward to seeing the MUSE Event Awards recognize the teams and ideas that are raising expectations for what events can achieve." — Melissa Vilders, Global Events Leader at SAP

An event holds more than one achievement

The award gives entrants three ways to recognition:

- **The complete experience:** Events, brand experiences, and activations, including live, virtual, and hybrid formats.
- **The expertise behind it:** Production, design, marketing, technology, sustainability, and impact.
- **The people and places that make it possible:** Organizations, professionals, venues, and destinations, with further categories recognizing regional and industry excellence.

This structure allows an agency to enter the overall experience while a specialist partner presents its own contribution. Entrants select the category that reflects the achievement they want evaluated.

The relationship between the original concept and its delivery is central to what jury member Kseniia Chursina will be looking for.

“I'm honored to join the inaugural MUSE Event Awards jury. I've spent my career authoring brand experiences end to end — from the first concept through live delivery — and I know what it takes to make an audience live an experience rather than watch it. That's what I'll be looking for in the entries: work that is authored, where an original concept serves the brand's goals rather than decorates them, where that intent is carried through every detail of execution, and where the experience delivers real results. The best of this work stays with its audience long after it ends.” — Kseniia Chursina, Founder, Executive Producer & Creative Director, STUDIO 2112

A MUSE distinction beyond the event

An international jury evaluates each eligible entry on its own merits within its selected category. **Platinum, Gold, and Silver** recognition depends on the score achieved; categories may have multiple winners or none. Exceptional Platinum entries may also receive **MUSE Grand Distinctions**, including Event of the Year and Event Agency of the Year.

Bringing an experiential design perspective to the jury, Emil Lanne highlights creative originality and audience connection.

“I'm excited to be part of the inaugural MUSE Event Awards jury and to see how creative teams around the world are redefining what meaningful experiences can be. Having worked across experiential design and brand environments, I believe the most impactful projects are those that go beyond visual appeal to create genuine connections with their audiences. I'm particularly looking forward to discovering work that challenges conventions, brings fresh perspectives, and pushes the boundaries of what's possible in our industry.” — Emil Lanne, Executive Creative Director, De-Yan

Winners receive an official title, digital certificate, winner badge, dedicated profile, and promotional resources to present their achievement in client proposals, professional credentials, and communications. The inaugural recipients will be the first to carry the MUSE Event Awards name.

Enter the inaugural competition

Eligibility: Achievements created, organized, produced, launched, delivered, or active on or after January 1, 2024.
Early Bird Deadline: November 19, 2026.
Final Extension Deadline: February 25, 2027.
Submission: Online, in English.

Explore the categories and begin an entry at museeventawards.com. The official 2027 Entry Kit provides eligibility, fees, judging criteria, and submission requirements.

About the MUSE Event Awards

The MUSE Event Awards is an international awards program recognizing outstanding events, experiences, and the disciplines, organizations, professionals, venues, and destinations behind them. Presented by the International Awards Associate, the awards extend the MUSE legacy into the global events industry through independent evaluation and recognition based on achievement.

About IAA and MUSE

The International Awards Associate (IAA) organizes international awards recognizing professional achievement across industries. Its MUSE awards programs recognize excellence in creative communications, design, hospitality, photography, and now events and experiences.

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