



ENTRY GUIDE 2022

The LIVE Awards recognise the leading companies and individuals from right across the £4.5bn UK live music business. From classical to grime, baroque to rock, the UK live music sector is recognised as one of the world's greatest markets and a true beacon for concert and festival organisers around the world. The LIVE Awards recognises this excellence in the field, and at the venue.

CATEGORIES

1. The full awards list for The LIVE Awards 2022 is:
2. The LIVE Green Award
3. The LIVE Workforce Award
4. Venue of the Year
5. Grassroots Champion
6. Multinational Booking Agency
7. Independent Booking Agency
8. National Promoter of the Year
9. Regional Promoter of the Year
10. Top Ticketing Service
11. Major Festival of the Year
12. Festival of the Year
13. Production Supplier
14. Brand Partnership
15. The LIVETIME Achievement Award

How does it work?

The LIVE Awards are an opportunity for nominees from all aspects of our wonderful, world class live music industry to shout about their achievements, and gain rightful recognition from peers, and the broader music and entertainment world.

The LIVE Awards will be presented on 13 December in London, in front of an invited industry audience. The evening will focus on bringing us all together at the end of a year like no other, to celebrate the highs and toast our endurance.

The LIVE Awards will be judged by a closed and anonymous panel of industry professionals. Each entry will be considered on its own merits, to ensure that the awards are a true reflection of business excellence in live music.

While 2022 is proving a challenging year, our industry continues to stride forward and this entry process is an opportunity to highlight your key achievements and successes. This is your chance to bring attention to your business and activities, and get deserving recognition and reward from others both in the live music business and beyond.

This guide will give you an overview of all categories including their criteria, and how the awards are judged.

Entries are invited until 29 September 2022.

Who can apply?

The LIVE Awards are open to any company that has a UK-based office or operation.



GENERAL ENTRY RULES AND GUIDELINES

Please read the following general guidelines before submitting your entry:

- Please follow the requested format that is set out on the online submission form and complete all information fully.
- To ensure that all entries are of a similar standard, and judges can assess entries evenly, it is important that you pay attention to the criteria and answer/meet them as completely as possible.
- We can only accept one submission per awards entry. We cannot accept any requests to add further, or new, information once the entry is submitted.
- Please include all of the requested information. Incomplete entries may not be put forward, or may result in a lower overall score.
- For some awards, addressing the criteria is of crucial importance, and if it is missing from the entry, the submission may not be considered.
- All entries must be submitted via LINK. Entries submitted by any other means or format will not be considered.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period 1 January 2022 to 30 September 2022. Please ensure that your entry only contains information about activity which took place during this time.

Each award category outlines which companies may apply – please ensure that your company is eligible to enter that category.

Entries can be submitted by companies themselves, or others on their behalf, and any number of categories can be entered.

All information submitted in your entry will remain strictly confidential between the LIVE team members involved in shortlisting, and only used or referenced in relation to the awards themselves.

We take confidentiality very seriously, and if you make the shortlist, the judges will also keep all details of each entry confidential as well. Where necessary, non-disclosure agreements will be signed by the judges.

APPLICATION DEADLINES

Entries open for The LIVE Awards on 17 August, and close on 30 September 2022.

THE SHORTLIST

The judging process for The LIVE Awards is simple and transparent, and designed to ensure a fair and impartial route to determining the winner in each category.

After the entry deadline expires, the LIVE executive team decides on the shortlist in each category, which is then put forward for the panel of judges to anonymously assess. This process is guided by set criteria to impartially identify the eventual winners in each category.

Where categories are particularly competitive, or in the event of a large number of entries being received, we may ask for expert advice from relevant specialists.

The shortlist will be announced in early October 2022.



THE JUDGING PROCESS

Each category in The LIVE Awards will be decided by a small, invited number of senior industry professionals. To ensure there is no conflict of interest, and that each judge is qualified to assess each category, The LIVE Awards invites different judges for each award, though some judges may judge multiple categories.

In order to maintain confidentiality around the judging process, the identities of the judges will not be revealed. Judges remaining anonymous helps to ensure clear boundaries around the process.

It would be unfair to adopt a one-size-fits all approach to the various categories throughout The LIVE Awards, and so each award will be judged differently, based on the specifics of the category.

Each judge reads every entry on the shortlist in the category that they are judging, and judges are able to recuse themselves from scoring particular entries if necessary to ensure that the process is fair to all entrants. Judges will score each shortlisted entry against the specific criteria of each award.

To avoid lobbying or any influence from other judges or third parties, voting is private. Once all judges have marked the shortlisted entries, the scores are collated (and checked for any anomalies) to determine the winner.

ANNOUNCING THE WINNERS

The winners will be announced at The LIVE Awards on Tuesday 13 December, at The Brewery in London.

THE ENTRY FORM

Unless specified otherwise, your entry should not be longer than 1,000 words in total. Your entry should address the criteria set out for that award.

If you enter a category and the award's team believes your entry is more suitable to another category, we reserve the right to move your entry into that category.

Please ensure that you submit your entry within the correct form for that category. Supporting material is optional and must be uploaded before submitting the form. Supporting material and testimonials cannot be submitted after the entry form is submitted.

Please ensure you have the following items to upload to your entry:

- Your contact information
- A high-res company logo
- Your text only submission (max 1,000 words)
- Testimonials from clients, artists or supporters (optional). These must be included within the word count.

Please ensure that all information submitted is accurate and checked. If you are shortlisted, we may publish your company name and logo in a LIVE Awards guide or any event marketing as it is submitted. Please ensure that it is accurate, and you are happy for it to be published.



CATEGORIES AND CRITERIA

1. The LIVE Green Award

Who is eligible for this award?

Any company or initiative working to make live venues, performances and events in the UK more sustainable.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2022 (max 300 words)
- Details of a specific area of work or initiative that has helped drive sustainability forwards at live events (max 300 words)
- Details of the results of this work, and how it has benefitted the UK's live music business (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

2. The LIVE Workforce Award

Who is eligible for this award?

Any company, initiative or individual working to improve diversity, inclusion and/or equality in the workplace or broader live music business.

Entry submissions must address the following criteria:

- Provide a brief biography of yourself, or the initiative you are submitting a nomination for (max 100 words)
- An overview of your objective and strategy (max 200 words)
- Outline your recent work and successes, or that of the initiative, and how the live music sector's workforce has benefitted as a result (max 500 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

3. Venue of the Year

Who is eligible for this award?

Any UK venue over 1,000-capacity hosting live music and events. LIVE welcomes submissions from all aspects of the live music sector, across all genres: from classical to grime.

Entry submissions must address the following criteria:

- Details about the venue including capacity, location and number of staff including any significant part time or freelance workers (max 100 words)
- Outline key activity in the venue this year, including number and range of shows and examples of performing artists (max 200 words).
- Outline any improvements, innovation or new initiatives at the venue this year that have improved its contribution to audiences or the live music business overall (max 500 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).



4. Grassroots Champion

Who is eligible for this award?

Any UK grassroots venue (less than 1,000-capacity) or festival (less than 5,000-capacity) that was active in 2022 and presenting live music of any genre.

Entry submissions must address the following criteria:

- Provide details of the venue or festival that you are submitting a nomination for (max 100 words)
- Outline key activity in the venue or festival this year, including shows and examples of performing artists (max 200 words).
- Outline any improvements, innovation or new initiatives at the venue or festival this year that have improved its contribution to audiences or the live music business overall (max 300 words)
- How has the venue or festival contributed to its local community during 2022? (max 300 words)
- What is it about this venue or festival that stands out as an example of best practice within the Grassroots sector which others look towards? (300 max)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

5. Multinational Booking Agency

Who is eligible for this award?

Any multinational booking agency with an office in the UK

Entry submissions must address the following criteria:

- Details of the music roster represented by the UK office, including number and range of artists, and number of live shows booked in 2022 between 1 January and 30 Sept. (max 200 words)
- Outline any specific tours or activity undertaken this year which demonstrate the agency's ability in building artists' careers and commercial success (max 500 words).
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

6. Independent Booking Agency

Who is eligible for this award?

Any independent (non-multinational) booking agency with an office in the UK

Entry submissions must address the following criteria:

- Details of the music roster represented by the UK office, including number and range of artists, and number of live shows booked in 2022 between 1 January and 30 Sept. (max 200 words)
- Outline any specific tours or activity undertaken this year which demonstrate the agency's ability in building artists' careers and commercial success (max 500 words).
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).



7. National Promoter of the Year

Who is eligible for this award?

Any live music company promoting gigs, tours or festivals nationally in the UK.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- Brief overview of the objectives and strategy of the company in 2022 (max 200 words)
- Details of up to three tours or festivals in 2022 (max length 600 words) including:
 - Number of dates (for each tour) or date/location of festival
 - Ticket sales and whether a sell-out was achieved
 - Challenges faced and how they were overcome
 - Details of how the tour or festival was promoted and coverage received
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

8. Regional Promoter of the Year

Who is eligible for this award?

Any live music company working within specific regions of the UK to shows, tours or festivals.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- Brief overview of the objectives and strategy of the company in 2022 (max 200 words)
- Details of up to three shows or festivals in 2022 (max length 600 words) including:
 - Date and location of each show or festival
 - Ticket sales and whether a sell-out was achieved
 - Challenges faced and how they were overcome
 - Details of how the tour or festival was promoted and coverage received
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

9. Top Ticketing Service

Who is eligible for this award?

Any primary ticketing company, or supplier of ticketing services to companies selling tickets to UK tours and festivals.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2022 (max 300 words)
- If selling tickets, the number of tickets sold in 2022 (1 Jan–30 Sept) for UK shows and festivals (max 200 words)
- Outline any innovation or new initiatives that contributed to the UK's live music business in 2022 (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).



10. Major Festival of the Year

Who is eligible for this award?

Any UK festival above 30,000 daily capacity where music is the primary element of programming.

Entry submissions must address the following criteria:

- Details about the festival including name, location, dates and ticket sales (max 200 words)
- Outline the 2022 edition, including any specific challenges faced and overcome (max 400 words)
- Outline any innovations or new initiatives implemented on site this year and how they benefitted the festival's operation or audience (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

11. Festival of the Year

Who is eligible for this award?

Any UK festival of between 5,000 and 30,000 daily capacity where music is the primary element of programming.

Entry submissions must address the following criteria:

- Details about the festival including name, location, dates and ticket sales (max 200 words)
- Outline the 2022 edition, including any specific challenges faced and overcome (max 400 words)
- Outline any innovations or new initiatives implemented on site this year and how they benefitted the festival's operation or audience (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).

12. Production Supplier

Who is eligible for this award?

Any company supplying production services to the UK's live music business

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2022 (max 300 words)
- Outline up to three projects (gigs, tours or festivals) in 2022, and any specific successes, challenges and outcomes (max 300 words)
- Outline any innovation or new service that contributed to the UK's live music business in 2022 (max 200 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words).



13. Brand Partnership

Who is eligible for this award?

Any consumer brand working with live music tours or festivals, or partnering directly with artists of all genres for their live performance.

Entry submissions must address the following criteria:

- Details of the partnership brief and objectives (max length 200 words)
- Outline the rationale behind the campaign and the strategy for its implementation (max 300 words)
- Detail how the objectives were met, and the involvement of any key agencies or third parties (max 300 words)
- Outline the campaign results and ROI on the activity (max 200 words)

14. The LIVETime Achievement Award

Who is eligible for this award?

The LIVETime Achievement Award is presented to an individual that has played a principal role in driving forward and improving the UK's live music business. The award is not open to nominations, but decided by the LIVE executive board.