



TRAVEL AWARDS 2026

CASE MICE AGENCY AWARD

The **MICE Agency Award** honours an agency that successfully transforms its client's objectives into a meaningful and memorable experience. Whether delivering an international meeting, an incentive programme, a congress or a corporate event, the winner stands out through a strong vision, a well-thought-out approach and flawless execution. Through this Award, we shine a spotlight on a MICE agency that demonstrates how live experiences bring people together, inspire action and create lasting value for both clients and participants.

How to submit my case?

Two possibilities:

- Digital to bart@travmedia.be (including all possible attachments)
- Case physical submission can be made at the following postal address:
TRAVelMedia BeLux - Attn. Bart Matthijs - Luchthavenlaan 10 - 1800 Vilvoorde

You will receive a confirmation once we have received your case.

What is the deadline for submitting a case?

- Submit digitally (in PDF) before 19 September 2026.
- Case physical submission by post (or handed in personally) must reach us before 19 September 2026.

Please note: The date is closing. After 18 September 2026, the Travel Awards organization cannot accept any more cases.

Is there a cost for submitting a case?

Yes, participation in the Travel Awards requires a registration fee of €250. This amount ensures an independent and high-quality evaluation process by a professional jury. Your case will be assessed with care and objectivity.

Any questions?

Contact Bart Matthijs at bart@travmedia.be or +32472969998



CASE INSTRUCTIONS 2026

Please structure your submitted case around the five topics below. You are free to present your case in any way you wish. It may be submitted as a continuous text or in a creative format of your own choosing. Supporting materials – such as photographs, videos or any other relevant attachments – may be included if they strengthen your case. **Cases may be submitted in Dutch, French or English.**

- Objectives:** Describe the MICE project you are submitting. What was the client's original brief and which objectives were central to the project? Explain how you translated this brief into a concrete concept and what role your organisation played in developing the strategy, the programme and the participant experience. Please include, among other things, the destination or venue, the duration of the programme and the number of participants.
- Creativity:** What made this project stand out? Describe the creative choices, innovative solutions or pioneering elements that contributed to its success. This may relate to concept development, technology, communication, programme design, participant engagement, event design, storytelling or any other aspect that helped create a memorable experience.
- Project Management:** How did your organisation manage the project from start to finish? Explain how you collaborated with the client, suppliers, partners and other stakeholders. Describe how your team contributed to the successful delivery of the project and how you dealt with any challenges, changes or unforeseen circumstances throughout the process.
- Responsible Business:** How did your project address themes that are important within today's MICE industry? Where relevant, describe the initiatives you implemented in areas such as sustainability, collaboration with local partners, participant well-being, mobility, technology or any other elements that contributed to a responsible project.
- Client Satisfaction:** What impact did the project achieve? Describe the results using elements such as client satisfaction, participant feedback, engagement, internal impact for the client or any other relevant indicators. Where relevant, you may also explain the key insights or learnings your organisation gained from this project.

Contact details of the person responsible for submitting the case

Name and first name:

Company name:

Function:

E-mail address:

Mobile Phone:

Postal address:

Invoicing address (if different from mailing address):

Email address for invoicing:

PO number (if applicable):

VAT number:

Peppol ID (if applicable):

Your data will not be shared with third parties in any way.