

# CATEGORY DESCRIPTIONS



## 1 TECH ADOPTER OF THE YEAR

This award celebrates a woman who has embraced technology to enhance operations, boost efficiency, and foster innovation. Her forward-thinking approach ensures her organisation stays ahead in an ever-evolving digital landscape.

## 2 SUSTAINABILITY CHAMPION OF THE YEAR

Recognising a woman who is leading the charge on sustainable practices, this award celebrates her commitment to environmental responsibility and her efforts in shaping a greener, more ethical MICE industry.

## 3 SMALL BUSINESSOWNER OF THE YEAR

Great things come in small packages! This award highlights a dynamic entrepreneur who is driving growth and excellence within the MICE sector, demonstrating resilience, innovation, and a passion for success.

## 4 SERVICE PROVIDER OF THE YEAR

Service providers are the backbone of the events industry. This award is given to an outstanding professional whose expertise, dedication, and customer-centric approach elevate event execution and client satisfaction.

## 5 INCENTIVE PLANNER OF THE YEAR

With incentives being the fastest-growing segment of the MICE industry, this award applauds an exceptional planner who curates unforgettable experiences while balancing logistical precision with creative vision.

## 6 PCO OF THE YEAR

Professional Conference Organisers set the gold standard for seamless event execution. This award celebrates a standout PCO whose meticulous planning and strategic prowess ensure world-class conferences that leave a lasting impact.

## 7 EXHIBITION ORGANISER OF THE YEAR

From logistics to creativity, event organisers make it all happen. This award recognises an outstanding professional whose resourcefulness, attention to detail, and ability to bring ideas to life make them truly exceptional.

## 8 VENUE REPRESENTATIVE OF THE YEAR

Venues are at the heart of every successful event, and this award honours a dedicated professional who ensures every detail is flawlessly executed, providing the perfect setting for memorable experiences.

## 9 ASSOCIATION REPRESENTATIVE OF THE YEAR

Associations play a vital role in the MICE industry, and this award celebrates an individual whose leadership, advocacy, and innovation have strengthened their organisation while driving industry-wide progress.

## 10 RISING STAR OF THE YEAR

Spotlighting the industry's future leaders, this award is a nod to a young professional (under the age of 30) whose talent, drive, and fresh perspective have already made a remarkable impact in the MICE sector.

## 11 MALE SUPPORTER OF THE YEAR

Women thrive in industries where they are championed. This award acknowledges a male ally whose mentorship, advocacy, and support have helped empower and elevate women in the MICE space.

## 12 COLLABORATOR OF THE YEAR

This award honours a powerhouse who builds connections, breaks barriers, and champions progress. A true game changer, she opens doors and paves the way for future generations.

## 13 MICE INDUSTRY LEADER OF THE YEAR

This award honours a woman whose visionary leadership and strategic influence have significantly shaped the MICE industry. She is a bold decision-maker, a trailblazer, and an active role model driving positive change where it matters most.

## 14 LIFETIME ACHIEVEMENT AWARD

A tribute to an industry icon, this award recognises a woman whose dedication, influence, and strategic vision have left an enduring legacy. Her work has shaped and advanced the MICE sector for generations to come.



Destination Partner



Strategic Partner



NATIONAL CONVENTION BUREAU

*"I am not free while any woman is unfree, even when her shackles are very different from my own."*

- Audre Lorde