

Now in their eleventh year and more hotly-contested than ever, the Event Awards continue to celebrate outstanding achievement in the UK events and exhibitions industries. A glitzy, high-profile occasion targeted at media-savvy professionals for whom excellence is a standard and for whom only the most stylish awards will do.

A demanding requirement to keep the awards fresh and contemporary reflected in Special EFX's commission to redesign them prior to the latest presentation in September. A commission that Special EFX was ideally positioned to complete having already produced the Event Awards for seven years in succession since 2002.

The brief from the Awards' sponsors, Event magazine published by Haymarket Business Media, was simple - to capture the magazine's modern new look, a bold new format that would also be applied to its online presence and throughout the glamorous Event Awards ceremony at the London Hilton on Park Lane.

With the aim of producing the most modern and stylish of awards, the redesign saw the previous years' awards in decorated metal replaced by a stunning 3D pierced rendition of the new Event magazine and online logo in brilliant mirror polish aluminium.



The perfect event award



The significant 'weight' of the new awards was certainly appreciated by the lucky winners during their presentation although comedian Frankie Boyle, host of the awards ceremony, picked up on a different aspect of their design.

For as Melanie Osborne, sales director of Special EFX, presented the award to the winner of the EFX-sponsored Supplier of the Year category, Frankie - the star of TV's Mock the Week - quipped in his broad Scottish accent that the award would "make a very good murder weapon!"