

# MAVERICK

*Born 2b Unconventional*



## REGULATION

### Art. 1

Eureka MICE International organises the “Maverick Awards in the events industry”, recognising those who have made a significant contribution to the development and improvement in fields expressly identified by the competition’s themes.

The competition breaks down into two sectors, with separate selective procedures, celebrations and juries: the association-conference market and the experiential events tourism market.

They also have two separate official awards ceremonies.

### Art.2

The areas and themes for the awards are chosen by Eureka MICE, on the Juries’ recommendations.

### Art.3

The following may compete in the awards: institutions, clubs, consortia, convention bureaux, companies, professionals and individual operators who have created goods, services or initiatives that may have a qualitative impact on the fields targeted by the awards.

### Art. 4

Nominations are submitted:

- directly by the parties concerned
- by Jury members
- by third parties

The Jury may also choose to give special awards to journalists and sponsors who have provided outstanding support to new sustainable development models for the environment and socio-economic fabric of destinations.

#### 1.4) How to apply: Applications

Applications are sent by online system, to the Organising Secretariat with a description of the nominated innovation/initiative/product/company, along with where to find further details.

2.4) The application will only be confirmed after the Organising Secretariat has checked that it is relevant to the awards themes chosen.

### Art.5

1.5) During the periods established, the Organising Secretariat will submit the nominations received to the Jury members.

2.5) In the period established, each member will conduct their assessment, allocating a vote from 0 to 10 to each nomination.



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3.5) The winners will be the nominations with the highest score, calculated as the sum of those expressed by individual Jury members.

4.5) Votes for the winners will be submitted as follows:

- Electronically, using the site provided by the Organising Secretariat. Jury members will be provided with personal usernames and passwords to log in automatically;
- By email using the form format provided. Judges must print out the form, and having expressed their preferences, scan the document and send it to the Organising Secretariat.

If several voting forms are received from the same judge, those sent via the website will be considered first.

Jury members will be directly sent a specific communication containing the form format, website instructions and all the information necessary for proxy voting.

5.5) The Jury's votes and decisions are final.

6.5) The Organising Secretariat will officially inform award winners in order to obtain their formal acceptance; this entails the obligation to attend the event, agreeing to one of the solutions provided for and in particular attending the award ceremony.

Art.6

Only winners will have the right to use the official logo of the awards on their communications.

Art.7

The winners of the Maverick Awards will also by right compete, in their respective areas, for selection for the Leoni d'Oro [Golden Lions], which will follow the procedures set out below.

On the day of the awards ceremony, the Jury will meet behind closed doors to assign, for each category chosen, the Leone d'Oro to the nominee considered most worthy (a Leone d'Oro for every category). Each award must be accompanied by a written justification shared by the Jury.

The names of the winners and why they were chosen will be placed in sealed envelopes and will remain secret until they are opened at the awards ceremony.

Art.8

The Jury is appointed every two years and consists of a variable number of standing members designated by Eureka MICE International. It is made up of eminent supply- and demand-side operators of the international MICE sector.

For the association-conference sector, the appointed members are leading representatives of medical-scientific associations and companies, academics and professionals who organise association-conference events.

Art. 9

Eureka MICE appoints the Chairman of each Jury.

The Chairman represents the Jury as a whole; their specific duties are to coordinate the work to assign the Leoni d'Oro.

