Call for Entries

RECOGNISING EXCELLENCE IN THE CRUISE HOLIDAY SECTOR
RECOGNISING EXCELLENCE

Welcome to The Wave Awards. They are new and unique and recognise and celebrate excellence within the cruise holiday sector. The Awards are designed to cover all aspects of the industry from both trade and consumer perspectives. Based on rigorous assessment by an independent panel of cruise travel experts and separate public voting, this inaugural awards scheme will set benchmarks for achieving excellence in this significant growth sector of the travel market.

You can submit your entries now online at www.thewaveawards.com. Single or primary entries are charged at £95 each. Subsequent or secondary entries will be charged at £75 each. UK VAT is charged as applicable.

World of Cruising
World of Cruising is the UK’s most widely read consumer magazine aimed at cruise enthusiasts and those new to cruising wanting to discover more about ships, destinations and life on board. It has an independently audited circulation of 20,679 and is edited by leading cruise journalist, John Honeywell.
Visit worldofcruising.co.uk

Cruise Trade News
Cruise Trade News is the leading specialist trade publication for the cruise holiday sector. Read by 10,000 travel agents, tour operators, cruise line personnel and anyone with a vested interest in promoting cruise within the UK.
Visit cruisetradenews.com

Cruise Ports & Destinations
Cruise Ports & Destinations is the leading specialist publication covering the global port and destination sector. Read by senior cruise line personnel, key tour operators and travel agents as well as the leading decision-makers in tourist authorities and ports who are charged with attracting and retaining cruise passenger traffic to their regions.
Visit cpandd.co.uk
10 GOOD REASONS TO ENTER

1 Raise your profile and be recognised as a leader in your field
2 Receive praise for new thinking and new ideas that have driven better business performance
3 Create positive publicity or gain recognition
4 Access a valuable information source on trends and developments in the industry
5 Join a wider forum for industry discussions and opinions
6 Showcase achievements
7 Reward team efforts and initiatives within your organisation
8 Entertain key industry contacts and business partners on February 18, 2016 and enjoy a valuable night of networking with senior level figures
9 Add to your organisation’s credibility and stature as a finalist or winner
10 Enjoy publicity and press activity surrounding short-listed finalist and subsequent winners

AWARD CATEGORIES

The inaugural Wave Awards have 31 categories to enter in total.
Of these, three will be voted for by cruise-goers who will be able to vote online for their favourite cruise companies and destinations from a published shortlist. All entrants will be required to prepare a submission paper of up to 1,500 words, with supporting images or links to video material, which must be uploaded to the website when completing the online entry form. Space is provided on the entry form for a 150-word summary of the entry, which the organisers will use in any publication about the finalists or winning entries. Your submission should include any information that you feel will enable the judges to understand your claims for the eligibility period from July 1, 2014 – October 30, 2015.

Cruise Line Categories
Submission should cover improvements to ships, and on-board services, better passenger numbers and profitability, greater value offerings, increased sales, improved customer services, more effective marketing initiatives, developments to facilities, new attractions, increases in tourism numbers or cross-industry partnerships. This is your story, to be told the way that shows off your cruise line, tour operation, travel agency, port or destination in the best possible way. Remember, though, the judges are experts and your submission paper should respect their knowledge of the industry.

Cruise Line of the Year
This category award goes to the cruise line that the judges view as having achieved the most during the eligibility period. Data, documents, promotional material, photographs and links to video files should support an entry

Best Premium Cruise Line
In this category the judges will look for outstanding improvements or initiatives made by a cruise line in the Premium sector, as well as excellent business performance. Data, documents, promotional material, photographs and links to video files should support an entry
Cruise Line Categories (cont.)

Best Luxury Cruise Line
Luxury cruise lines know what makes them claim luxury status, but do the judges? Entrants should make it clear what differentiates their cruise line from others in the Luxury sector and provide evidence of resultant business success. Data, documents, promotional material, photographs and links to video files should support an entry.

Best River Cruise Line
In this category the judges will look for outstanding improvements or initiatives made by a cruise line in the River Cruises sector and provide evidence of resultant business success. Data, documents, promotional material, photographs and links to video files should support an entry.

Best Adventure Cruise Line
Entrants should state clearly what separates them from other cruise lines in the Adventure sector. Data, documents, promotional material, photographs and links to video files should support an entry.

Best Family Cruise Line
Family cruises place extra demands on ships and crews. New or improved services or initiatives should be explained to the judges and provide evidence of resultant business success. Data, documents, promotional material, photographs and links to video files should support an entry.

Best Value-for-money Cruise Line
Entrants in this category should make it clear to the judges just how their cruise line offers great value for money for passengers and provide evidence of resultant business success. Data, documents, promotional material, photographs and links to video files should support an entry.

Best New Cruise Ship Launch
A cruise ship launch is an important event. Entrants should explain the launch, any marketing campaign, promotional material, and any special aspects of a maiden voyage or programme.

Ports & Destinations Categories

Your submission will cover improvements to ports or new inbound initiatives by destinations, greater value offerings, increased sales, improved customer services, more effective marketing initiatives, developments to facilities, new attractions, increases in tourism numbers or cross-industry partnerships. This is your story, to be told the way that shows off your port or destination in the best possible way. Remember, though, the judges are experts and your submission paper should respect their knowledge of the industry.

Best UK Departure Port
Entrants should describe the aspects of their port that allow them to describe it as “the best” in the UK. Data, documents, photographs and links to video files should support an entry.

Best Destination (Country)
Entries are welcomed from destination ports or national organisations encouraging in-bound tourism from cruise lines. Data, documents, promotional material, photographs and links to video files should support an entry.

Best Destination (Port)
Entries are welcomed from destination ports or national organisations encouraging in-bound tourism from cruise lines. Data, documents, promotional material, photographs and links to video files should support an entry.

Best UK Attraction/Excursion
Entrants should focus on describing what makes a specific attraction or excursion the best for visiting cruise passengers. Data, documents, promotional material, photographs and links to video files should support an entry.

Best International Attraction/Excursion
There are likely to be many entries in this category. Entrants should focus on describing what makes a specific attraction or excursion the best for visiting cruise passengers. Data, documents, promotional material, photographs and links to video files should support an entry.
On-Board Categories

Your submission will cover improvements to on-board services, better passenger take-up, greater value offerings, increased sales, improved customer services, more effective marketing initiatives, developments to facilities, new attractions, or cross-industry partnerships. This is your story, to be told in the way that shows off your on-board services and facilities in the best possible way. Remember, though, the judges are experts and your submission paper should respect their knowledge of the industry.

Best for Cuisine
It is expected that the winner in this category will prove that they have delivered outstanding cuisine on board. Sample menus should be included with an entry, together with photographs and written or video testimonial statements from passengers. A head chef’s summary of aims and implementation will also be helpful.

Best for Accommodation
Please summarise the accommodation offered and provide illustrations, promotional material, photographs or video material to support any claim to offer the best accommodation within a cruise sector.

Best for Enrichment
A broad category, but cruise lines should provide information, documents, promotional material, photographs and/or video material to support their claims.

Best for Adventure
Entrants should provide information, documents, promotional material, photographs and/or video material to support their claims.

Best for Entertainment
Entrants should provide information, documents, promotional material, photographs and/or video material to support their claims.

Best for Wellbeing/Spas
Entrants should provide information, documents, promotional material, photographs and/or video material to support their claims.

Most Romantic Cruise or Ship
Entrants should provide information, documents, promotional material, photographs and/or video material to support their claims.

Industry Categories

Your submission will cover more effective marketing initiatives, better advertising, outstanding tour operations, travel agency services, or individual achievements. This is your story, to be told the way that shows off your cruise line, tour operations, travel agency, or individual talents in the best possible way. Remember, though, the judges are experts and your submission paper should respect their knowledge of the industry.

Best Marketing Campaign
It is understood that the marketing for a new ship launch is very different from the marketing of an established cruise programme. All forms of marketing may be entered, whether elements of a campaign, or an integrated campaign. Social media is as much a part of successful marketing as a TV campaign and the judges will need to know about your campaign and judge your entry in context. Data, documents, promotional material, photographs and links to video files should support an entry.

Best Advertising Campaign
Please provide good visuals as part of your entry. Data, documents, photographs and links to video files should support an entry.

Best Digital or Web-based Service or Platform
Please provide the information requested in the How to Enter template, including any specific URL links to websites or pages. Data, documents, photographs and links to video files should support an entry, where applicable.

Escorted & Specialist Tour Operator of the Year
This award will go to the escorted tour or specialist tour operator – including adventure touring, small group touring, niche tours and destination specialists. Data, documents, promotional material, photographs and links to video files should support an entry.
**Industry Categories (cont.)**

**Best Cruise Agent**
This award will go to the dedicated/specialist cruise agent that can prove they delivered the most impressive performance.

**Best High Street Agent**
This award will go to the high street agency that can prove it has delivered consistently impressive service to cruise holiday passengers. The category is open to both large and small stores, and both independent and multiple travel agencies.

**Best Online Travel Agent**
This award will go to the online agency that can prove it has delivered consistently impressive service to cruise holiday passengers. The category is open to both large and small online operations.

**Individual Award for Best Cruise Consultant**
This special award may be presented to an individual who has made a unique or outstanding contribution to the advancement and success of the cruise holiday sector. Nominations may apply to anyone in the sector; there are no restrictions. Nominees can be experienced senior personnel or brilliant younger sector entrants. The judges may nominate candidates they feel qualify for this award; however, individuals and organisations are also welcome to contact us directly with their nominations.

Please note you do not need to pay an entry fee to nominate yourself or another individual in this category.

**Passenger Categories**
In addition to the peer-group reviewed categories there are six Passenger Awards listed. These will be voted for by the public on the World of Cruising website: [www.worldofcruising.co.uk](http://www.worldofcruising.co.uk)

**Sponsorship opportunities**
For full information and a bespoke sponsorship package please contact:

Chris Pitchford / 07778 353866
chris.pitchford@realsponsemedia.com

Peter Grant / 07483 133932
peter.grant@worldofcruisingmagazine.com

Dominic Lawrence-Jones / 07870 570 895
dom.lawrencejones@cruisetradenews.com

Enter online or book your tickets: [www.thewaveawards.com](http://www.thewaveawards.com)
EASY TO ENTER

The Wave Awards are open to any company involved with cruises and cruising, anywhere in the world, no matter how large or small the scale of operation, including their agencies, e-commerce companies, marketing services providers, vendor companies and individuals who work for them. Vendor companies, agencies and e-commerce companies are welcome to submit entries on behalf of their clients and will receive due credit for their involvement when the results are announced. Different projects from the same company or agency can be entered into different categories but each submission should be tailored to fit the category into which it is being entered. Remember the closing date for entries is October 30, 2015.

Five-point plan

1. Write a brief, descriptive paper in English, offline
2. Complete the entry form, online
3. Upload your written paper when asked, online
4. Click “submit” to send your entry form and written paper, online
5. Pay the entry fee of £95 plus UK VAT, as applicable, online. Second and subsequent entries can be made at a lower rate of £75 each, plus UK VAT, as applicable

Eligibility
A company will be allowed to enter the 2016 Awards if the activity described took place between July 1, 2014 and October 30, 2015 – a 16-month period. Please remember, web and mobile sites must have been available to online customers before midnight on October 30, 2015.

Entry fees
To enter the Wave Awards you will need to pay the entry fee for each entry you make. The entry fee for 2015 is GBP £95.00 for the first entry. You pay for your entries, online, at the time of entry and you will be taken to the payment page when you click the Submit button at the foot of the entry form. This may take a few seconds to load, so please be patient. The first entry made by a company will always be £95.00. Second and subsequent entries will be charged at the reduced rate of £75.00 per entry, simply by entering the discount code received after making the initial entry.

UK Value Added Tax (VAT) will be added to the entry fee when applicable and the payment page should automatically show you the correct amount to pay. The fee is an administration fee covering the personnel costs involved in checking entries and their bona fides, collating all entries and bookmarking them in portfolios for the ease of the judges, convening the judging panels, supervising the judging process and events, covering any expense items associated with the judging, calculating all marks to establish a benchmark for all categories, compiling the short lists of finalists and publicising the short list of finalists through the media partners and other channels.

When you complete your Wave Awards entry you will be taken to the payment page, where you will be able to pay for your entries using any internationally recognised credit or debit card, using the Wave Awards secure SagePay system.

Prepare to enter
Except where indicated, website URLs and submissions should relate to the 15-month period July 1, 2014 – October 30, 2015. An entry must have been open to access by the buying public until midnight (24.00 hrs) on October 30, 2015. If you submit a duplicate entry by accident or in error, we will process each entry before a decision about their duplication can be made. Regrettably, any duplicated entry fee will not be refunded, unless the duplication was caused by a technical error outside our control. International entries must be in English, including the page reached using any URL you provide on the entry form.
The organisers reserve the right to retain entries for subsequent publication, both online and offline in ways that enhance the standing of entrants, supporting partners and the Wave Awards themselves. Descriptions of submissions from winners and runners-up will be published in connection with the Wave Awards and may be used as examples of excellence at linked conferences or to promote the 2017 Awards.

Entrants may mark certain sensitive parts of their entry ‘not for publication’ (such as financial data, etc.), provided such restrictions are not used unreasonably. Remember: if online activities feature in your entry it is always helpful to include independent evaluation of your site or app, such as a feefo rating, or accreditation by an organisation like TrustPilot or Very Good Service, for example.

**Choose your categories**
Before you go online and complete your entry form, you will need to prepare your submission paper, which must be relevant to the category you wish to enter.

**Follow these guidelines**
Entries to the Wave Awards must be submitted online. Your written entry must be no more than 1,500 words in English (12 point type, single line spacing) saved in PDF format (10MB maximum file size), uploaded from your desktop to the Wave Awards’ website. All entries should be uploaded following the template sections listed below. The judges may mark down any entry exceeding the specified word count. Please adhere to these basic rules of entry, together with any other specific criteria described in the template?

**Independent advice**
If you need help writing your entries, Boost Marketing can give you advice from their centres in the UK, USA, France, New Zealand and Australia, and Ireland. Boost works completely independently of the Awards and there is no commercial relationship between Boost and The Wave Awards or Real Response Media and its published titles.

**Template guide**
Your completed entry form and your written entry are the basis on which each entry will be voted for by the judges and short-listed. Your written document should show how the company concerned set and met its aims, employed innovative techniques, was enjoyed by users, and delivered passenger growth, improved business performance, satisfaction and a return on investment, or any other relevant measure of success.

At the beginning of your document the following information must be listed:

- **Category entered**
- **Name of company** about which the entry has been written
- **Title of entry** (e.g. Christmas Cruise 2014, or Marketing Campaign 2015)
- **50-word summary** of the entry
- **Any relevant URL** for online activity or references
- **Any link to video material** (e.g. YouTube or Vimeo)
- **Name of entering company** if different

Within your submission you must use the following as sub-headings under which you clearly provide your explanation for the judges:

- **Aims** (please state the objectives for your launch/initiative/programme or campaign)
- **Strategy** (especially if new strategy implemented during the period)
- **Creativity/innovation** (new thinking, new techniques)
- **Implementation**
- **Evaluation** including formal summary of results, ROI, accreditation, etc, or in the case of a mobile app, the take up by cruise passengers and reviews

Enter online or book your tickets: [www.thewaveawards.com](http://www.thewaveawards.com)
THE JUDGING PANEL

The judging panel will be made up of distinguished and expert industry representatives, plus specialists from marketing, advertising, digital, promotion and retail and will be chaired for the first year by World of Cruising’s editor, John Honeywell. The full panel of judges will be drawn from across the industry ensuring that all areas of expertise are brought to bear in what will be the most impartial, objective, independent judging process. The judges in this inaugural year of the Awards will be establishing standards and setting the height of the bar for entrants in future years.

John Honeywell (Chairman), Editor, World of Cruising Magazine
John, a self-confessed cruiseaholic and ocean-travelling addict, is well renowned as one of the country’s leading travel writers and has written for many years for a host of publications and websites, including the Daily Mirror, as his alter ego Captain Greybeard.

Jill Sayles, Editor, Cruise Trade News Magazine
Jill Sayles is a journalist specialising in the travel trade. She has worked on travel trade magazines and online for more than 10 years and was appointed editor of Cruise Trade News (CTN) in April 2015. Jill has travelled extensively as part of her career and enjoyed a number of cruises before joining CTN. These experiences whetted her appetite to become increasingly more involved in the cruise industry. During her time at CTN she has immersed herself in the cruise industry, attending events, conferences, and more cruises, both river and ocean, to really experience and understand the products.

Sue Bryant, Editor, Cruise Ports & Destinations
Sue Bryant is an editor and writer who has specialised in cruising for 15 years. She has written about cruising for most national newspapers, magazines and has appeared many times on BBC TV and radio. Sue has also written numerous books on cruising, such as the Insight Guide and Great River Cruises. She has won numerous awards for her work.

Nigel Thompson, Travel Editor, Daily Mirror
Nigel Thompson has been writing about travel for 30 years and became Travel Editor of the Daily Mirror in 2009. Famously intolerant of daft surveys from travel PR firms, he also has been known to be severely unimpressed by numerous phone calls asking if they can email him (it’s fine, they can). He has visited 79 countries if you count crossing the halfway mark in the UN hut straddling the border at the South-North Korean DMZ. Keen on planes and cruise ships, a fly-cruise ticks all the boxes. Especially one to Brazil.

Louise Robinson, Cruise Editor, Express Online
Louise Robinson is Cruise Editor of Express Online. A national newspaper journalist for twenty five years, Louise edited S Magazine, the Sunday Express colour supplement, for over a decade. She has contributed cruise and family travel features to her own magazine as well as to the travel pages of the Daily and Sunday Express. Louise is particularly interested in family cruising and often takes her husband and children onboard with her. Her eldest daughter’s first words were “watertight doors” and her youngest daughter calls hotel rooms cabins.
ON THE NIGHT

The Wave Awards will reflect excellence back to the industry at large. On a night to celebrate the very best in the cruise holiday sector The Wave Awards will present a unique opportunity for high level networking; a chance to mix with the great and the good from the sector; and to join the celebration of the finalists and the ultimate category winners.

You will also hear about our plans for the evening through the pages of our magazines, in email broadcasts and on social media.

Every winner will receive one of the beautiful Wave Award trophies designed especially to catch the mood and elegance of these Awards.

Programme

18.45: The Wave Awards Reception drinks
19.45: Call for dinner
19.55: Welcome
20.00: Dinner service (3 courses)
21.30: Cabaret entertainment
21.45: The Wave Awards ceremony
22.45: Networking
23.00: Music
01.00: Close

Enter online or book your tickets: www.thewaveawards.com
WAVE AWARDS 2016

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