blooloop

Innovation Awards

20 24

presented with AREAI5

Your guide to entering the awards

Key Dates:

Entries open: 7th June 2024

Early bird pricing closes: 2nd September 2024

Entries close: 7th October 2024

Q: What do we mean by Innovative?

Something groundbreaking and original that contributes to the future of the industry.

Q: Who can enter?

We welcome entries from across the visitor attractions business worldwide.

Q: What can I enter?

Your entry can be a specific project, product, exhibit, design, campaign, new company and more. We call this your 'Innovation' in the entry process.

This should NOT be a concept, it should be fully realised.

Q: Are there restrictions on what I can enter?

You should not enter the same Innovation as previous years unless you can demonstrate it has significantly new content.

You cannot enter a concept.

There are no project timeframe restrictions, however as our judges are looking for the most innovative entries we recommend entering recent work.

Q: Once I submit my entry, can I continue editing it?

Yes, you can continue to edit your entry until the final entry deadline of 7th October 2024. After that, we cannot make any changes.

Q: What information should I submit?

Full details on what to enter can be found <u>here</u>.

Q: Do you have any top tips?

Submit a pitch video! Whilst this is optional, our 2023 judges told us how helpful pitch videos are when judging.

Q: What should I include in a pitch video?

Keep it simple and a maximum of 3 minutes. Don't use pre-recorded marketing materials, speak directly to the judges! Explain why your entry is innovative and fits the category.

Q: Is everything I submit made public?

No, some information is just for the judges:

- The pitch video
- Maximum 300 words description of why your entry is innovative and fits the award category. This is the first thing the judges will see so make it snappy and stand out.
- Information on the scope of work your partners provided, if you worked with partners.
- Details on the budget scope, timeline and opening date.

More information can be found here.

Q: What should I include in my written entry?

Make sure you tell the judges HOW your entry is new, exciting and innovative. How are you pushing the boundaries? Make it clear to them how your entry fits into your chosen category. We have provided some questions in the rubric below to think about in your award entry.

Q: What are the judges looking for?

We have included the rubric the judges will use to mark the entries below. Each entry will be judged on innovation and one other quality, dependant on the category.

Be seen by our judges

- Tom Acomb, chief creative officer, AOA
- Michael Aiello, senior director – entertainment creative development, Universal Destinations and Experiences
- Steve Alcorn, CEO, Alcorn McBride Inc.
- Guillaume Allaire, executive producer, Puy du Fou Films
- Xiao Bao, TEA Board of Directors
- Kimberly Beneville, co-founder, Beneville Studios
- Sam Bompas, director, Bompas & Parr
- Jenefer Brown, executive vice president and head of Lionsgate global products & experiences
- John Burton, senior creative lead, Merlin Entertainments
- Anthony Chong, group managing director, Kingsmen Exhibits Pte Ltd and executive director of Kingsmen Creatives Ltd
- Dolf de Jong, president & CEO, Toronto Zoo
- Wouter Dekkers, CEO, Momentum Leisure
- Philipp Edelmann, director of production for live experience, Netflix
- Winston Fisher, CEO, AREA15

- Jeffrey Godsick, executive vice president, global partnerships and brand strategy and head of Location Based Entertainment, Sony Pictures Entertainment Motion Picture Group
- Chris Grap, vice president of experiential entertainment, Mall of America
- Joe Graziano, director of sales, EMEA, entertainment division, Christie
- Joe Herrington, audio media designer, Walt Disney Imagineering
- Craig Inglis, chief marketing officer, Merlin Entertainments
- Jasmin Jodry, immersive creative director
- Dr Les Johnson, founder and chair, National Windrush Museum
- Vince Kadlubek, founder & director, Meow Wolf
- Asa Kalama, VP, executive - creative & interactive experiences, Walt Disney Imagineering
- Eddie Kemsley, CEO, Dreamland
- Margaret Kerrison, founder/owner, MCK Creative LLC
- June Ko, executive director, InfoComm Asia

Be **seen** by our judges

- Michael Kreft von Byern, director, Rulantica
- Bart Kresa, founder, BARTKRESA design
- Nick Laister, director, Fairytale Farm
- Chris Lange, chief creative officer & owner, Creative Studio Berlin
- Damien Latham, chief attractions officer, SEVEN
- Tom Lionetti-Maguire, founder, Little Lion Entertainment and creator, The Games Arenas
- Mark Locker, founder & CEO, Attractions.io
- Håkon Lund, owner, Lund Gruppen
- Alan Mahony, chief operations officer – entertainment, Keystone Group
- Amanda Mayne, head of partnerships: International Touring Exhibitions, British Museum
- Erica McCay, Executive Creative Director, Valtech
- Tim Morrow, president and CEO, San Antonio Zoo
- Patrick O'Mahony, creative director and founder, NEWSUBSTANCE
- Tomoe Okiyama, Creative Director and Producer, Katana Inc

- Judith Owens, chief executive, TBL International Ltd
- Jeff Parker, creative lead, R&D, Merlin Entertainments
- Meg Parker, chief marketing & communications officer, AREA15
- Pauline Ravry, project manager, Futuroscope
- Kees Rijnen, strategist, Efteling
- Linda Spurdle, museum consultant
- Jim Shumway, VP project delivery, TAIT
- Sarah Sutton, CEO, Environment & Culture Partners
- Frederica Swallow, regional manager EMEA for Live Events and Location Based Entertainment, Mattel
- Steve Tatham, executive creative director, Universal Creative
- Jon Tozer, VP of global delivery, Holovis
- Christine Wacker, head of experiences, Formula 1
- Megan Wastell, global creative director, Merlin Entertainments
- Ben Wilson, head of architecture & concept design, MSC Cruises
- Judith Zissman, executive creative director, Blue Telescope
- Eng. Al Yaqdhan Al Harthi, director general, Oman Across Ages Museum

spectacular - innovation and 'wow factor'

In your entry, think about:

- What makes people think 'wow' about your entry?

splash - innovation

In your entry, try to answer:

- How are you pushing the boundaries of what has already been achieved in aquaria, water parks, fountains and more?

thrills- innovation and thrills

In your entry, try to answer:

- How are you creating new thrills - from scares to adrenaline - for your visitor? How is this different to existing projects?

sustainability- innovation and sustainability *

In your entry, try to answer:

- **How does your entry engage with the climate crisis?**
- **How is it sustainable - does it use green energy technology, reduce waste, empower visitors to take action, deliver against relevant UN SDGs?**
- **What positive impact does it have?**

inclusion - innovation and accessibility *

In your entry, try to answer:

- **How are you ensuring the widest group of people can enjoy the attraction?**

*blooloop reserves the right to disqualify entries in these free categories if the criteria are not met.

storytelling - innovation and storytelling

In your entry, try to answer:

- **How have you brought a story to life?**
- **How are you engaging, informaing and inspiring your visitors?**
- **How can you tell the same story to different guests (eg different ages, nationalities etc)**

immersive attraction - innovation and use of technology

In your entry, try to answer:

- **How have you used technology to create an interactive and immersive experience?**

immersive experience - innovation and immersion

In your entry, try to answer:

- How are guests immersed into your experience?
- If you are using technology, how are you making it fit seamlessly into the experience so as not to distract the visitors?
- What theming and design choises have you made to immerse your visitor?

themed environment - innovation and theming

In your entry, try to answer:

- How have you used theming and design to immerse your visitors?
- How do you "transport" your visitors to a different space?

game on! - innovation and entertainment

In your entry, try to answer:

- What makes your entry unique within the industry?
- How are you actively entertaining your visitors in new and engaging ways?

exhibit - innovation and design

In your entry, try to answer:

- How are you immersing and engaging your audience with your exhibit theme?
- What design choices have you made to realise the aims of your exhibit?

brand realisation - innovation and use of IP

In your entry, try to answer:

- How have you engaged with the IP?
- How are you bringing the IP to life in new ways for your audience?

blue sky - innovation

In your entry, try to answer:

- What makes this entry out-of-the-box and truly unique?
- What does this entry provide that doesn't yet exist within your industry?
- We're looking for min- blowing never-seen-before innovation.

experiential technology - innovation and use of technology

In your entry, try to answer:

- **How is your technology creating interactive or engaging experiences for visitors?**
- **How is this technology and your application of it unique within the industry?**

guest journey - innovation and guest experience

In your entry, try to answer:

- **How are you improving the guest journey?**
- **By improving the guest journey, are you also making things easier for operators? If so, how?**

creative technology - innovation of technology

In your entry, try to answer:

- **The focus of this category is 'behind-the-scenes' technology. How does it improve the guest experience or make it easier/better for an operator?**
- **What makes it innovative and new within the industry? For example is it cost effective, is it smaller, more powerful etc**