

Case study



The CPhI Innovation Awards were launched in 2004 to celebrate innovation and R&D in the pharmaceutical manufacturing industry. The event has grown organically out of the hugely successful CPhI Worldwide event organised by CMPi which attracts in excess of 20,000 visitors from more than 110 countries each year.



The event does not have any specific categories, but presents Gold, Silver and Bronze awards to winning entries. The judging process is slightly different from a standard awards procedure in that after the initial shortlisting process, the final candidates are invited to CPhI Worldwide to present their entry both to the judges and an audience of their peers. The winners are chosen on the same day on the basis of these presentations.

Organisation of this event included

- creation of awards website
- production of awards collateral;
- marketing campaign for entries;
- management of entry process;
- shortlisting;
- collation of materials for presentation and post-event printed booklet;
- catering;
- management of AV supplier;
- Management of final pitch process.
- Creation of awards stand, including poster displays at CPhI Worldwide
- management of event onsite;
- production of awards and certificates
- Loading of results photos and report onto website;

500+ people attend the reception and awards ceremony annually.