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WHAT'S ON

AWARDS 2021

FREQUENTLY ASKED QUESTIONS

**THE REGION'S FAVOURITE RESTAURANT,
LEISURE & ENTERTAINMENT AWARDS**

WhatsOn.ae



WhatsOnDubai

WhatsOnAbuDhabi

#WOawards

REGISTRATION PROCESS AND ENTRY FEES

Outlets have four entry options this year:

- A.** Pay US\$125 entry fee (exclusive of VAT). This fee will confirm your outlet's website registration listing for voting (without collateral).
- B.** Pay US\$150 entry fee (exclusive of VAT). This fee will confirm your outlet's website registration listing for voting (with digital collateral).
- C.** Pay US\$250 entry fee (exclusive of VAT), which includes a website registration listing and pack that includes promotional marketing collateral to promote your entry (print and digital).
- D.** Pay US\$2,000 entry fee (exclusive of VAT), which includes a website registration listing, digital collateral, 300-word sponsored content and two seats at the awards ceremony.

REGISTRATION IS PER OUTLET OR VENUE AND NOT PER BRAND.

What's included in an entry pack?

The entry pack contains the following material:

- ▶▶ Personalised logo to be used for digital marketing
- ▶▶ Personalised email signature
- ▶▶ 150 drink coasters
- ▶▶ 5 posters

How do I order an entry pack?

You can order an entry pack via our website, at whatson.ae/awards then proceed with payment through PlatinumList.net

When will our entry be live?

After the registration payment it will take two to three working days before the name of your outlet(s) will be live on the website.

When will our collateral be delivered?

Delivery of physical collateral will take 10 working days. Digital collateral will take three to four working days, once the entry is complete. Please make sure your logo is an EPS file only. We do not accept low-res jpgs.

Do we offer refunds?

We do not offer refunds on registrations or collateral.

THE AWARDS

How can we vote?

You can submit your vote via whatson.ae/awards scanning the QR code or by completing a voting form at your chosen venue. Once you have completed the print voting form ensure that it's handed back in to the manager or staff.

How are the winners chosen?

The What's On Awards are voted for by the public, with all votes independently counted and audited by Jacobsons Direct.

Why do we have 'Over Dhs400' and 'Under Dhs400' categories?

The reason we have 'Over Dhs400' and 'Under Dhs400' is to ensure we are comparing like for like and to give every outlet an opportunity to shine. The price of Dhs400 is based on the cost of a three-course meal for two people (without alcohol).

My favourite isn't listed. What do I do?

Outlets are responsible for entering themselves into the awards. You can e-mail us direct, and we can get in touch with the outlet to remind them to register themselves if they haven't done so already. E-mail us at: woawardsdxb@motivate.ae for Dubai and woawards@motivate.ae for Abu Dhabi.

When does voting close?

Voting closes for What's On Abu Dhabi Awards and What's On Dubai Awards at 5pm on January 31.

**ALL VOTING SLIPS RECEIVED BY JACOBSONS DIRECT AFTER
JANUARY 31, 5PM WILL NOT BE COUNTED.**



ENTRY PROCESS

How can we submit an entry for an award?

You can enter your outlet(s) for an award by registering at whaton.ae/awards. For more information, e-mail us at woawardsdxb@motivate.ae for Dubai and woawards@motivate.ae for Abu Dhabi.

When does voting start?

Voting starts October 15.

Once we enter, how can we get votes?

You can purchase marketing packs that include all the collateral you will need to promote your entry. You can also produce your own marketing collateral to promote your outlet and provide incentives for your customers to vote.

For more information about what's included in the entry packs, prices and ordering, [visit whaton.ae/awards](http://whaton.ae/awards)

Can we provide customers with an incentive to vote?

Yes, we encourage outlets to provide their customers with an added incentive to vote for you to win.

E.g. "Vote for us and be entered into a prize draw to win a meal for two at our restaurant."

Can we enter if we have more than one outlet?

Yes! You can register multiple outlets per category, upon your registration.

Can we enter our outlet for the Favourite Newcomer, Favourite Chef, Favourite Restaurant of the Year or Favourite Independent Restaurant Of The Year?

No, the editorial team is responsible for deciding these nominations.

Can we enter if we have more than one outlet?

Yes! The more the merrier we say. You will need to register the outlet(s) for both awards as the votes are counted separately for both regions.

ORDERING ADDITIONAL MARKETING COLLATERAL

Can we order additional drink coasters?

Yes, you can order drink coasters by visiting whatson.ae/awards (all are exclusive of VAT)

- ▶ 150 coasters = US\$75

Can we order voting slips?

Yes, you can order voting slips by visiting whatson.ae/awards (all are exclusive of VAT)

- ▶ 500 slips = US\$150
- ▶ 1,000 slips = US\$270
- ▶ 3,000 slips = US\$600
- ▶ 5,000 slips = US\$800

What do we do with our voting slips?

Voting slips will need to be sent directly to the independent auditing company Jacobsons Direct for counting and verifying. The contact address these need to be sent to is:

Girish Menon, Jacobsons Direct Marketing Services, Al Maskan Building Block B, Mezzanine Floor, behind Emarat Petrol Station / Marlin Furniture, Al Karama, PO Box 6884, Dubai, U.A.E. Telephone: +9714 3377737. All voting slips need to be sent to Jacobsons on a weekly basis, and we cannot accept voting slips that are sent after 5pm on January 31.

How will the votes be counted?

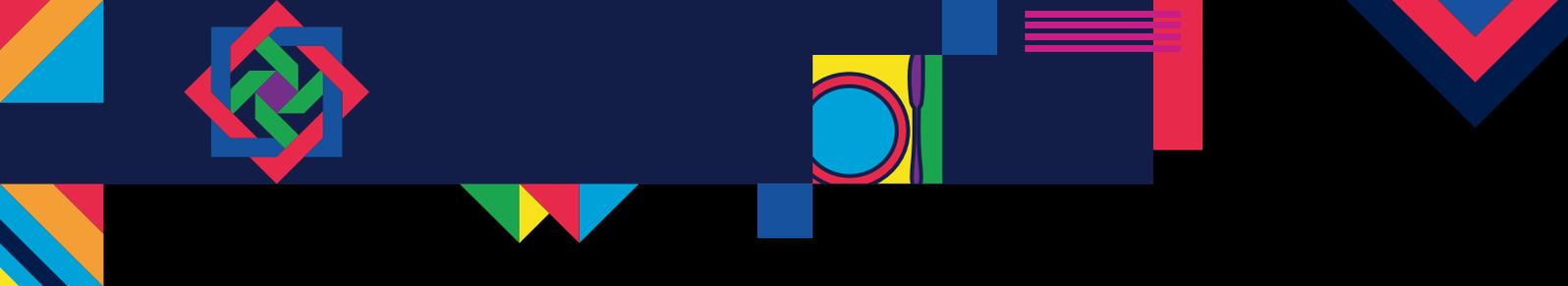
All votes, both paper and online, will be counted and cross-referenced by our independent official votes processing partner Jacobsons Direct. The What's On team will receive the final votes from Jacobsons when these have been finalised.

Can we find out how many votes our outlet has received during the voting process?

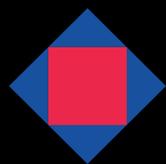
No. No information about the number of votes per outlet is disclosed until the voting has closed and the shortlist is announced.

Can we vote for ourselves? What happens if we do?

Votes submitted by your customers are the only votes that will be counted and included in the voting process. It has been noted that in their enthusiasm some staff have resorted



to voting for the outlets they work in – perhaps on behalf of the customers. Please actively discourage this, as this is very easily detected at the auditing stage and could result in disqualification of the outlet concerned.



ONLINE VOTING

PLEASE NOTE: WE CHECK ALL ONLINE VOTING ON A DAILY BASIS. ANY SUSPICIOUS ACTIVITY OR VOTES WE CONSIDER TO BE NOT IN LINE WITH OUR VOTING POLICY WILL BE DISCOUNTED

Is there a limit to the number of online votes that can be made per IP address?

There is no limit to the number of votes that can be made using one IP address but you must ensure that each e-mail address submitted is unique and legitimate in order to be counted.

Please note: online votes will be disregarded for repetitive IP addresses being used in quick succession.

Can we provide customers with a tablet to vote online whilst at my outlet?

Yes, you can provide customers with a tablet in order to vote online. You will also be provided with a 'How to vote online' document that you print and give to your customers who are interested in voting online, giving them clear instructions on how to do so.

THE AWARDS, TABLES AND TICKETS

When will we know if we have been shortlisted for an award?

The What's On team will be in touch to let you know if you have been successfully shortlisted for an award after voting closes on January 31.

How do we collect our award?

The awards will be presented to the winners at the event. Editorial Choice categories, Restaurants Above Dhs400, Entertainment & Food Concept categories will be presented on stage. Restaurants in the Below Dhs400 and Leisure categories will be pre-awarded by our What's On Team. We will be visiting your outlet in advance.

The awards are held in the following months:

- ▶ **What's On Awards Abu Dhabi - March 2021**
- ▶ **What's On Awards Dubai - March 2021**

PRE-AWARDED CATEGORIES

What happens if our outlet has won an award in the pre-awarded category?

Please note that the Below Dhs400 Restaurants and Leisure categories are both pre-awarded and will be presented with an award before the event.