

WHAT'S ON

AWARDS 2022

WHAT'S ON
AWARDS 2022 DUBAI

WHAT'S ON
AWARDS 2022 ABU DHABI

What's On Awards is the city's most prestigious restaurant, leisure and entertainment awards. It continues to be the leading F&B and entertainment awards in the region and known for its credibility and authenticity.

There is a nominal registration fee for outlets wishing to take part in the awards and we've created marketing material to help you promote your entries beyond the usual channels.

The following information will guide you through the awards registration, pricing, categories, voting and the awards ceremony.

We look forward to your participation in the upcoming awards, and good luck!

Key dates (tentative)

**NOV 8
2021**

REGISTRATION
OPENS

**FEB 6
2022**

VOTING
CLOSES

**MAR 2
2022**

WHAT'S ON
AWARDS
ABU DHABI
CEREMONY

**DEC 1
2021**

VOTING
OPENS

**FEB 16
2022**

SHORTLIST
ANNOUNCED

**MAR 28
2022**

WHAT'S ON
AWARDS
DUBAI
CEREMONY

Registration

You can register online by visiting whatson.ae/awards

1

Fill in your outlet's information online

2

Pay via credit card on platinumlist.net

3

Outlet gets uploaded onto the What's On voting platform (within 2 working days)

4

Outlet receives digital collateral / print collateral (within 2-7 working days)

5

Outlet starts voting campaign

6

Voting closes February 6, 2022

Dubai categories

Restaurants (Above Dhs400)

Favourite Brunch

Favourite Asian Restaurant

Favourite European Restaurant

Favourite Greek Restaurant

Favourite Indian Restaurant

Favourite Italian Restaurant

Favourite Japanese Restaurant

Favourite Middle Eastern
Restaurant

Favourite Seafood Restaurant

Favourite Steakhouse Restaurant

Favourite French Restaurant

Entertainment

Favourite Attraction

Favourite Bar

Favourite Concert, Show or
Festival

Favourite Daycation

Favourite Sporting Event

Favourite Staycation

Restaurants (Below Dhs400)

Favourite Brunch

Favourite All-Day Dining Restaurant

Favourite Asian Restaurant

Favourite British Restaurant

Favourite European Restaurant

Favourite Greek Restaurant

Favourite Indian Restaurant

Favourite Italian Restaurant

Favourite Japanese Restaurant

Favourite Latin American Restaurant

Favourite Middle Eastern Restaurant

Favourite Modern American
Restaurant

Favourite Seafood Restaurant

Favourite Pet-Friendly Restaurant

Food Concept

Favourite Afternoon Tea

Favourite Business Lunch

Favourite Café

Favourite Delivery

Favourite Lifestyle App

Favourite Healthy Restaurant

Favourite Pub Grub

Favourite Expo Food Concept

Favourite Burger

Favourite Alfresco Restaurant

Leisure

Favourite Beauty Salon

Favourite Fitness/Wellness Club

Favourite Spa

Abu Dhabi categories

Restaurants (Above Dhs400)

Favourite Brunch

Favourite Asian Restaurant

Favourite European Restaurant

Favourite All-Day
Dining Restaurant

Favourite Indian Restaurant

Favourite Italian Restaurant

Favourite Japanese Restaurant

Favourite Middle Eastern Restaurant

Favourite Seafood Restaurant

Favourite Steakhouse

Favourite Latin American Restaurant

Leisure

Favourite Fitness/Wellness Club

Favourite Spa

Restaurants (Below Dhs400)

Favourite Brunch

Favourite Asian Restaurant

Favourite European Restaurant

Favourite Indian Restaurant

Favourite Italian Restaurant

Favourite

Middle Eastern Restaurant

Entertainment

Favourite Attraction

Favourite Concert

Favourite Daycation

Favourite Luxury Staycation

Favourite Sporting Event

Food Concept

Favourite Afternoon Tea

Favourite Business lunch

Favourite Café

Favourite Healthy Restaurant

Favourite Pub Grub

Favourite Mall Dining

Nightlife

Favourite Bar

Favourite Grape and Cheese night

Favourite Sundowner Spot

Favourite Evening Brunch

Favourite Happy Hour

Favourite Ladies' Night

Registration prices

REGISTRATION PRICES (1-4 OUTLETS)

ONLINE REGISTRATION + DIGITAL COLLATERAL - \$150

ONLINE REGISTRATION + DIGITAL COLLATERAL + 150 DRINK COASTERS + 30 TENT CARDS - \$250

PRICES FOR VOTING SLIPS & DRINK COASTERS

DRINK COASTERS - US\$75

VOTING SLIPS X 500 - US\$150

VOTING SLIPS X 1000 - US\$270

VOTING SLIPS X 3000 - US\$600

VOTING SLIPS X 5000 - US\$800

Voting

Online voting



- Voters who are unable to complete a voting slip at the outlet can log onto WhatsOn.ae and vote.
- Votes can only be cast by users with a valid e-mail address.
- Online votes are downloaded directly from the website by the official votes processing partner.
- Online votes will be disregarded for any repetitive IP addresses being used in quick succession.

Outlet voting



- Customers can complete the voting slip presented with their bill if they believe your outlet is their favourite in its selected category.
- Each bill receives one voting slip. Before voting slips are given, a staff member must complete the section marked 'to be completed by the outlet' including the date and number of customers.
- The customer is the only one who can complete the voting slip and return it to the staff member. One vote per customer, per category will be counted.
- Voting slips should be sent each week directly to the below delivery address: Girish Menon, Jacobsons Direct (Behind Emarat Petrol Station/Marlin Furniture) Telephone: +971 4 3377737, girish@jacobsonsdirect.com
- All voting slips must be submitted to Jacobsons no later than: 5pm on 6th February. Any voting slips received after this time and date will not be counted.
- Please bundle the physical voting slips per outlet and per category without staple wires (rubber bands/paper clips to be used).
- Please ensure no receipt/bills are attached to the voting slips.
- For nominees with more than one category, one voting slip must be completed per category. Blank, incorrect and photocopied voting slips will not be counted.
- All votes will be cross-referenced by our official votes processing partner, Jacobsons Direct. Customers can vote once per category whether this is done via online or via a voting slip. The first vote, verified by date and time, will be the vote counted.

The awards

If your venue is shortlisted for a What's On Award you will be contacted by a member of the What's On team. The top outlets with the most votes in each category will be shortlisted.

ONLY restaurants in the Above Dhs400, Entertainment and Food Concept categories, will be presented with an award on the night.

Below Dhs400 and Leisure categories will be presented with their award prior to the event.

Event dates

What's On Awards Abu Dhabi:
March 2, 2022

What's On Awards Dubai:
March 28, 2022

Table prices at the awards ceremonies

AED9,000 (VIP position)

AED7,000 (Regular position)

Vaccination

You need to provide proof of double vaccination upon entry to events in the UAE (this may change as per government guidelines)