



WORLD
BRANDING
AWARDS

WELCOME GUIDE

FOR WINNERS OF THE
WORLD BRANDING AWARDS 2020-2021

KENSINGTON PALACE



WELCOME

London is one of the world's leading destinations, and the city is home to an array of famous tourist attractions. **For more information, go to www.visitlondon.com.**



Welcome to London!
Willkommen in London!

Bienvenue à Londres!
Benvenuti a Londra!

¡Bienvenido a Londres!
欢迎来到伦敦!

WORLD BRANDING AWARDS

CONGRATULATIONS ON WINNING “BRAND OF THE YEAR” AT THE **WORLD BRANDING AWARDS**



1.1 Million
Consumers

653
Brands

65
Countries

7
Regions

SUNTORY



Google

L'ORÉAL
PARIS

LEGO

ROLEX



BARCLAYS

BRITISH AIRWAYS



NESCAFÉ

Coca-Cola

PLEASE NOTE: Press and social media embargo on World Branding Award winners apply until 8PM GMT 15 December 2020.

KENSINGTON PALACE



Kensington Palace has been a residence of the British Royal Family since the 17th century. It is the official London residence of the Duke and Duchess of Cambridge; Prince George, Princess Charlotte, and Prince Louis; Princess Eugenie of York; the Duke and Duchess of Gloucester; the Duke and Duchess of Kent; and Prince and Princess Michael of Kent

Of great historical importance, Kensington Palace was the favourite residence of successive sovereigns until 1760. It was the birthplace and childhood home of Queen Victoria. News of her accession in 1837 was brought to her there by the Lord Chamberlain and the Archbishop of Canterbury; however Victoria chose to

reign from Buckingham Palace. Queen Mary (grandmother of the present Queen) was also born at Kensington Palace.

Kensington Palace is now also a centre point for celebrating successes. The Palace has been home to the World Branding Awards ceremonies since 2015.

WORLD BRANDING AWARDS

Kensington Palace Ceremony

The prestigious World Branding Awards is the premier recognition programme of the World Branding Forum. The Awards sees some of the world's best brands recognised for their work and achievements. The 2020-2021 London awards ceremony will take place at the State Apartments and Pavillion of Kensington Palace.

The Ultimate Global Brand Recognition Accolade

- Date: Thursday, 11 March 2021
- Cocktails: 7.00pm sharp
- Dress Code: Black Tie
- Venue: The State Apartments
Kensington Palace
Kensington Gardens
London W2 4RS
- Carriages: 11.00pm
- Security: Bring ticket or phone code and
business card for identification



WORLD BRANDING AWARDS

Access to Kensington Palace

- There is limited evening access to Kensington Palace.
Access is only via the Orme Square Gate on Bayswater Road.
- Children under the age of 18 are not permitted to attend events at Kensington Palace.
- There is absolutely no parking within the Palace grounds. There is a car park adjacent to the Orme Square Gate. This car park is open 24 hours a day.
- Vehicles can drive down to the Palace for drop-off.
- The Palace is within walking distance from Queensway, Bayswater and Notting Hill Gate underground stations.
- **There is no access from Kensington High Street.**

Accommodation

Guests are responsible for making their own accommodation arrangements. There are numerous hotels near the Palace including the Royal Garden Hotel, Hilton London Hyde Park and Park Lane, The Dorchester, Grosvenor House, InterContinental London Park Lane, The Park Lane and Mandarin Oriental Hyde Park.



WORLD BRANDING AWARDS



COCKTAILS & INTERVIEWS

COCKTAILS & INTERVIEW SESSION

Networking Cocktail Session

The pre-dinner cocktail session is designed for you to meet other winners of the World Branding Awards from around the world. For those who are participating in the video programme, your interview will be conducted during this time*. Please do approach the video team; they will be happy to assist you.

Interview Questions

If you are participating in the video programme, you will be asked the following questions:

- 1) Tell us more about your brand.
- 2) What does it mean to be named “Brand of the Year”?
- 3) Tell us about your branding programmes.
- 4) How do you feel about consumers voting for your win at the Awards?

Many brands use the interview session to have a record of their time at the World Branding Awards. The video can be used as a corporate and marketing tool, and may also be selected for upload to YouTube and social media. **If you wish to participate, please contact your Project Director in advance.**

* All videos will be edited to 3 minutes

WORLD BRANDING AWARDS

WORLD
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THE PAVILION
KENSINGTON PALACE

Starter

Smoked Haddock Fishcake & Poached Egg
Spiced Carrot Tartare, Carrot Hummus,
Herb Oil & Pickled Carrots [x]

Main Meal

Braised Rump of Lamb, Glazed Vegetables
& Poterne Lyonnaise
Butternut Squash and Chestnut Risotto,
Wild Mushroom, Burrata & Baby Herb Salad [x]

Dessert

Almond & Apricot Bread and Butter Pudding
with Crème Anglaise & Clotted Cream
Coffee, Tea & Petit Fours

PROGRAMME

PROGRAMME

Event Programme

7:00pm	Guests Registration – Please register at the event welcome desk (Main Palace) Networking Cocktails & Interview Session
8:00pm	Doors to the Pavillion building opens; Guests to be seated
8:15pm	Arrival of Chairman of the World Branding Forum and Special Guests
8:20pm	Welcome address by the Chairman of the World Branding Forum
8:30pm	Dinner is served
8:45pm	Award Ceremony begins
11:00pm	Carriages

Attendance at the World Branding Awards is strictly by invitation only. If you have additional guests, please ensure that they are fully registered before the event. We are unable to accommodate additional guests on the day. Register at the welcome desk on arrival to obtain your table number. Contact your Project Director in advance if you have special dietary requirements.

The above is a tentative programme and is subject to change. The event may run later than indicated.

ADDITIONAL INFORMATION

Press Release & Distribution

You will receive a Press Kit for your reference before the event. Brands are highly encouraged to use this PR opportunity to announce your win. The World Branding Forum will distribute a Press Release regarding the awards globally and in your home country via our official media distribution partner.

Press & Social Media Embargo

There is a strict press and social media embargo on your brand's win at the World Branding Awards until 8PM GMT 15 December 2020. Please do not release any news or post any social media regarding your brand's win before this time.

IMPORTANT: Event Tickets & Security

An e-ticket will be emailed to you a week before the event. Print a copy of this e-ticket or download the version for your smart phone. You should also bring some identification such as your business card. There is tight security at Kensington Palace and guests without a ticket and identification may be denied entry.

Visa Letter

If you require a visa letter for the United Kingdom, please contact your Project Director.



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