

# THE NEXT XLIST

## NOMINATION GUIDE

Experiential, done right, can change the world. Those of us in this industry know that it's the single most powerful way to win over hearts and minds, and transform how people see the world — whether it's an immersive theatrical performance, a concert in Fortnite, a mind-blowing Halftime Show or Olympics Opening Ceremony or a really thoughtful brand experience led by a powerful story.

**XP Land's XLIST — the most creative visionaries in experiential — embodies experiential done right. Our editors and our Council look forward to selecting the next XLIST.**

- *Nominations Close: March 31, 2025 at 11:59pm ET*
- *The next XLIST will be announced in May.*

### CRITERIA

XLIST honorees will have played a key role in a groundbreaking experience over the past two years and will be selected from the pool of nominations by XP Land's editors and Council members based on originality, innovation and impact.

### PREPARATION & PROCESS

Each nomination should take 30-60 minutes to complete, plus a bit of time to gather assets. You can review the nomination steps and questions below to help you gather the info and assets you'll need to make this process quick and easy!

There is a fee of US\$199 per nomination, or US\$149 if the nomination is completed before March 1, 2025.

### HONOREES WILL RECEIVE

Recognition by the only editorially and peer-selected honors in the experiential industry, announced in May 2025, via:

- A gorgeous editorial portfolio of your work, your successes, press links and social handles
- Inclusion in press release to experiential trade
- XLIST digital and event promotion
- Social kit with LinkedIn badge
- Interviews / editorial / speaking opportunities with XP Land
- Complimentary invitations to upcoming XP Land events

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## NOMINATION FORM

### STEP ONE: GET STARTED

**Welcome!** Let us know who you are and who you're nominating (yourself or another person).

**Who are you submitting this application for?**

- Myself
- A colleague

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- A client
- A collaborator

**Nominee Name**

**Nominee Email**

### STEP TWO: PAYMENT

### STEP THREE: NOMINEE INFORMATION

**Here's where you tell us all about the nominee.** We want to know about their current professional or creative role(s), and more about their career and background in the world of experiential.

**Nominee's Location** (City, Country)

#### Company Information

**Company Name (if applicable)**

**Company Website**

**Company Logo** (upload)

**Company Size**

- Individual / Sole Proprietor
- 2-9
- 10-99
- 100-499
- 500+

#### Experience:

**Job Title / Professional Title**

- Current Experience Level:
- C-Suite or Executive Level
- Director / VP
- Manager
- Student / Entry Level
- Does not apply

**Number of Years Working in Experiential Industry**

- 20+ years
- 10-20 years
- 3 to 10 years
- 0 to 3 years

**What sector(s) of XP does the nominee [do you] primarily work in? (choose up to two)**

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- Brand + Retailer
- Experience Maker
- Real Estate + Attractions
- Social Media + Technology
- Travel + Destination
- XP Creative + Agencies
- Other

*Brand + Retailer: A company using experiential for marketing or sales purposes*

*Experience Maker: A company that owns its own IP, experience and/or event*

*Real Estate + Attractions: Location-based entertainment*

*Social Media + Technology: A platform that provides experiential opportunities*

*Travel + Destination: Hospitality-related experiential*

*XP Creative + Agencies: Artists, technologists, designers, and agencies that work on behalf of clients in the creative, marketing, experiential space*

**Please provide the nominee's social media info (provide all that apply to the nominee)**

**LinkedIn**

**Instagram/Threads**

**TikTok**

**Bluesky**

**X**

**Other**

**Nominee Headshot (upload or provide URL)**

### STEP FOUR: EVENTS & EXPERIENTIAL PROJECTS

**Now for the fun part ...**

Below we'll ask you to provide information for **up to three projects or experiences** the Nominee created or collaborated on in the last two years.

If you'd like a refresher on our XLIST evaluation criteria, reminder to review above.

We'll ask you to gather descriptions, press coverage, and photos and videos for each project you choose to include.

**Forge ahead!**

### ABOUT THIS EVENT / EXPERIENTIAL PROJECT

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**Name of Experience**

**Dates**

**Start Date** (Month, Year)

**End Date** (Month, Year, Still Active)

**Location** (City, Country)

**Describe this experiential project.**

Your description should give the basics — what it is, who it serves, what happens there, and what value it brings to guests, attendees, participants, and to the world. 100 word maximum.

**Why is this experience remarkable and how does it represent a breakthrough innovation in XP?**

50 words maximum.

**Number of Attendees**

**Audience Profile**

**Who is the primary audience for this experiential project:**

- Business / Professional Audience
- Consumer Audience
- Both Business / Consumer
- Other: text fill in (up to 20 words)

**This experiential project is geared towards:**

- Men / he / him
- Women / she / her
- They / them
- All genders

- Boomer
- Gen X
- Millennial
- Gen Z
- Gen Alpha
- All of the above

**Which experience type best describes this project?**

**XP Types:**

- Spectacle
- Attraction / Exhibit
- Traveling Production / Tour

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- Festival / Summit / Conference
- Cultural Gathering
- Digital Native
- Experiential / Brand Marketing

*Spectacles: Awe-inspiring, larger-than-life hybrid experiences, from sporting events to award shows, that serve live and remote audiences*

*Attractions / Exhibits: Permanent or semi-permanent spaces designed to immerse visitors in themed storytelling, from interactive art to theme parks.*

*Traveling Productions / Tours: Experiences on the move, from concerts to theatre, bringing dynamic performances or immersive environments to audiences across cities and countries.*

*Festivals / Summits / Conferences: Multi-day gatherings where people connect, create and celebrate through shared passions, industry innovation or cultural discovery.*

*Cultural Gatherings: Intimate or large-scale events rooted in shared traditions, values and community, celebrating what makes us human.*

*Digital Native: Born in the virtual realm, these experiences blur the lines between physical and digital, reimagining how we connect and play online.*

*Experiential / Brand Marketing: Where brands come to life through immersive storytelling or innovative retail activations, creating personal, memorable moments that resonate with audiences.*

### **Which categories apply to this experiential project? (Choose up to 3)**

- Advocacy
- Art
- Automotive
- Culinary / Food & Bev
- Education
- Family
- Fashion / Beauty
- Film
- History / Society
- Luxury
- Music
- Pets
- Retail
- Sports
- Technology
- Theater
- Wellness

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Other

### About the nominee's role in this event / experiential project:

**Which experiential role best describes [you/the nominee] for this experience?**

#### XP Role

- Experiential Brand Owner / IP Owner
- Concept Development / Strategy
- Creative / Design & Editorial / Programming
- Build / Fabrication
- Marketing / PR / Business Development
- Production / Operations
- Venue / Hospitality
- Audience Development / Community Engagement
- Sustainability

**Please describe the nominee's role in bringing this project to life in more detail.**

50 word maximum.

### ROI, Media & Other Supporting Assets & Info

#### Success Metrics

*Please share up to five analytics that can assist with evaluating the experience. (Examples include: Tickets sold, revenue goals surpassed, engagement goals reached, press impressions, etc.)*

#### Press

Please provide up to five links to press coverage of this experiential project.

#### Video

Please provide up to three links to video about this experiential project.

#### Photography

Please upload up to five images of this experiential project.

Photo credit:

Caption:

*Option to add an additional two Events / Experiential Projects to the nomination (you can provide up to three).*

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## **STEP FIVE: ABOUT YOU VIDEO**

**We want to hear directly from YOU!** Are you a gatherer? A ringleader? An architect of awe? Tell us why you are passionate about the experiential work that you do and why we should consider you for the XLIST 2025.

**Please upload or link to a 30 second video.**

## **COMPLETE NOMINATION**