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THE WORLD'S BIGGEST DANCE EVENT **MOVE IT**

MOVE IT 2023 named Best Consumer Show at The AEO Excellence Awards

The AEO Excellence Awards celebrated their 30th anniversary by recognising the outstanding achievements of organisers, venues, and service providers within the events industry. The event showcased the industry's finest and highlighted what it has to offer.

MOVE IT was shortlisted for the Best Consumer Show amongst fierce competition. The show captivates audiences at ExCeL London each year over the course of three incredible days, celebrating the diverse world of dance and the performing arts. With an array of offerings tailored to dancers, teachers, spectators, and industry professionals alike, **MOVE IT** ensures an unforgettable experience for all.

Fay Rayner, Event Director **MOVE IT**, said: "The AEO Excellence Awards are the gold standard in the events industry, and we are thrilled to have been named **Best Consumer Event**."

We aim to deliver a unique, high energy and exceptional event that celebrates all forms of dance in an inclusive and supportive environment. Winning the AEO Awards for **MOVE IT** was an incredible achievement for our team and the industry as a whole. It is a testament to the hard work, dedication, and talent of everyone involved in putting on such an amazing event.

We're thrilled to have been recognised, and we're committed to continuing to showcase our talents and passion to delivering unforgettable experiences.

A huge congratulations to all other winners and finalists."

[Click here](#) for a full list of 2023 AEO Excellence Awards winners.



Judge's comments

'Great team work to engage the audience at a show where interaction is key. There was a clear demonstration of growth in all areas with an excellent focus on new revenue streams and community inclusivity - amazing visitor growth figures and fantastic customer outcomes!'



For further information, images and interview opportunities with our headliners please contact:

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ABOUT MOVE IT

MOVE IT is created by [Immediate Live](https://www.immediate.co.uk). Immediate Live is the UK's leading organiser of unmissable consumer events. We create premium, passion-led events and experiences that connect and inspire audiences as they come together to share, learn and participate in their interests.

MOVE IT the world's biggest and best dance event is back at ExCeL London from 15-17 March 2024.

OUR STORY

Since 2005 **MOVE IT** has positioned itself as the world's largest dance exhibition. Bringing together 32,000 dancers, artists, teachers and professionals with brands, schools and colleges, **MOVE IT** is the biggest event in the dance calendar. Taking place over three days at ExCeL London, it is a celebration of all things dance and performing arts.

Highlights of the 2023 campaign include: 50% increase in footfall YOY, a 21% increase in class attendance, with more than 94% of the programme at sell out, an 18% increase on exhibitors YOY and a rise in social followers by over 9,000 across the campaign.

New partnerships with Hip Hop International Championships, a Tap Attack Guinness World Record, partnership with Royal Caribbean for their auditions programme, and an increase in visitor and exhibitor NPS scores added to the 2023 show success.

Tickets are now on sale for 2024 and the floorplan is open for exhibiting and sponsorship opportunities. [Contact a member of our team](#) to find out more about how you can get involved.

The AEO Excellence Awards

[Welcome - AEO Awards 2023](#)

The AEO Excellence Awards is our flagship event, representing the best that the events industry has to offer, showcasing the amazing achievements within our industry over the past 12 months.

Every year, the illustrious event recognises and celebrates organisers' achievements, standards of excellence from venues and service quality by suppliers and contractors throughout the industry.