ENTRANT REFERENCE GUIDE

See reference guide for your category for specific details and information regarding your entry. This guide will give you tips and hints on what and how you should answer each question, as well as what the judges are looking for.

Judges will review the entire entry for judging consideration. But they will also judge each question separately. Keep this in mind, as you fill out your submission. Especially when entering in information about the event. For example, does the writing accurately reflect the collateral and vice-versa.

Please review the description of your category to make sure that this is the correct category for your entry. **For further clarification, please review the suggested applicants/events for each category on the Categories & Criteria page at ileahub.com/EspritAwards**

1. Best Catered Event

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
   o Client's catering goal
   o Client's catering vision
   o Event theme
   o Purpose of catering style/menu selection
• This answer must be purposefully answered and not a generic response
   o Ex: Goal was to feed the attendees
   o Use quantifiable metrics whenever possible

TELL THE STORY: (*max characters: 7500*)
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
   o Ex: photos, charts, menus, time lines, etc.
   o How to reference:
      ▪ "The timeline was created to ensure that all stations were setup in multiple locations of the venue and were ready to go at the designated times, as we had a tapered start to the event. [See Management Collateral #3]"
      ▪ "The stations were artfully decorated with fall themed elements. [See Event Collateral #12]"
      ▪ "The rotating serving station gleamed in the effervescent glow of the fall theme. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*) • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

2. Best Culinary Innovation

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

PURPOSE, OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the purposes/objectives/goals were achieved should be answered in Execution Section.
• Purpose/objective/goal can be but is not limited to:
    o Purpose of culinary innovation
    o Culinary innovation vision
    o Event theme
    o Culinary innovation goal
• This answer must be purposefully answered and not a generic response
    o Ex: Purpose was to develop a creative way to solve food not getting stale in heat box after 20 minutes.
    o The system was designed to be able to create a 500 person plated dinner synchronized.
    o Use quantifiable metrics whenever possible

TELL THE STORY: (*max characters: 7500*)
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
    o Ex: photos, charts, menus, time lines, etc.
    o How to reference:
        ▪ "The timeline was created to ensure that the [innovation] would be executed in a timely manner. [See Management Collateral #3]"
        ▪ "The [innovation] was sketched to ensure dimensions were application." [See Event Collateral #12]"
        ▪ "The rotating serving station gleamed in the effervescent glow of the fall theme. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*) • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

3. Best Event Filmmaking (Videography)

NOTE: Multi-media collateral is required for this category.

ENTRANTS
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OBJECTIVES AND/OR GOALS: (*max characters: 3000*) • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.

- Objective/goal/purpose can be but is not limited to:
    - Client's videography goal
    - Client's videography vision
    - Event theme
    - Purpose/need of the video service
- This answer must be purposefully answered and not a generic response
    - Ex: Video was to be used to advertise for next year's annual event
    - Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
    - Ex: photos, charts, menus, time lines, etc.
    - How to reference:
        - "The timeline was created to ensure that footage could be snipped into a 15 minute video [See Management Collateral #3]"
        - "Post Production editing was added to enhance the lighting within the dark venue." [See Event Collateral #12]"
        - "The video encompassed the mood of the event and truly and artfully took the viewer into the feel of attending." [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

4. Best Event Photography

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
    - Client's photography goal
    - Client's photography vision
    - Event theme
    - Purpose/need of the photography service
- This answer must be purposefully answered and not a generic response
    - Ex: Goal was to use the photos throughout a social media campaign post-event as well as to use for print advertising.
    - Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
    - Ex: photos, charts, menus, time lines, etc.
    - How to reference:

▪ "The timeline was created to ensure that wardrobe changes and location changes could happen seamlessly, while capturing the minimum amount of required photos.[See Management Collateral #3]" ▪ "Post Production editing was added to enhance the lighting within the dark venue." [See Event Collateral #12]" ▪ "The styled shoot included 3 locations and several different models at each to capture a variety within each backdrop." [See Multi-Media Collateral #1]"
EXECUTION: *(max characters: 7500)* • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

5. Best Print and/or Digital Marketing/Design Collateral

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
   o Client's marketing goal
   o Client's marketing vision
   o Event theme
   o Purpose of marketing campaign/design collateral
• This answer must be purposefully answered and not a generic response
   o Ex: Goal was to promote the event on social media through a blitz to increase attendance.
   o Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
   o Ex: photos, charts, marketing calendar, screen shots of posts, time lines, etc.
   o How to reference:
     ▪ "A timeline was created to ensure that posts were being made during peak viewing hours as well as spaced accordingly so as to not 'over deliver' and annoy potential attendees." [See Management Collateral #3]"
     ▪ "Visually appealing photos were created to quickly capture the attention of potential attendees within the 3 second time frame needed to capture focus." [See Event Collateral #12]"
     ▪ "Video ads were already created to add a multi-faceted angle on capturing a younger audience of potential attendees." [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)* • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

6. Best Industry Contribution

ENTRANTS
PREVIEW: *(max characters: 3000)*   • This is a general overview of contribution and how it impacts the industry.   • This question should act as the "hook" to capture the reader's attention.   • This should be like a movie trailer or a TV guide synopsis of the entry.   • If too much detail is provided, points may be deducted.

PURPOSE, OBJECTIVES AND/OR GOALS: *(max characters: 3000)*
 • This should be written in a short answer or bullet pointed format.
 • The details of how the purposes/objectives/goals were achieved should be answered in Execution Section.
 • Objective/goal/purpose can be but is not limited to:
     o Purpose of the contribution
     o Contribution's vision
     o Contribution's goal
 • This answer must be purposefully answered and not a generic response
     o Ex: Purpose of the contribution was to train potential Esprit entrants as to what is needed to enter, answers judges are looking for, etc.
     o Use quantifiable metrics whenever possible

CONTRIBUTION DEVELOPMENT: *(max characters: 7500)*
 • **Expand your preview. Explain why the contribution was developed and the need(s) met.**
 • Specific descriptions should be referenced to the collateral
     o Ex: photos, charts, menus, time lines, etc.
     o How to reference:
        ▪ "The schedule of classes were spaced throughout the year before the entry period. [See Management Collateral #3]"
        ▪ "An inspiration board was created to illustrate the purpose of the class materials." [See Event Collateral #12]"
        ▪ "An app was created as an added value to the classes but with enough detail for those who could not attend. [See Multi-Media Collateral #1]"

CONTRIBUTION IMPACT: *(max characters: 7500)*   • Explain the impact of the Contribution to the Events Industry. Include references to collateral materials to give a clearer picture of your process.   • This should be written in a short answer or bullet pointed format.

7. Best Industry Innovation

ENTRANTS
PREVIEW: *(max characters: 3000)*   • This is a general overview of the event, products and/or services entrant provided.   • This question should act as the "hook" to capture the reader's attention.   • This should be like a movie trailer or a TV guide synopsis of the entry.   • If too much detail is provided, points may be deducted.

PURPOSE, OBJECTIVES AND/OR GOALS: *(max characters: 3000)*
 • This should be written in a short answer or bullet pointed format.
 • The details of how the purposes/objectives/goals were achieved should be answered in Execution Section.
 • Objective/goal/purpose can be but is not limited to:
     o Purpose of innovation
     o Innovation vision
     o Innovation goal
 • This answer must be purposefully answered and not a generic response

o Ex: Purpose was to bring live digital animation to an event setting at a reasonable price.
o Use quantifiable metrics whenever possible
INNOVATION MEASUREMENT: *(max characters: 7500)*
• Explain how your innovation is different and/or unique from competitive products/services.
• Specific descriptions should be referenced to the collateral
o Ex: photos, charts, menus, time lines, etc.
o How to reference:
▪ "A timeline was created to manage and oversee the production process from beginning to end—from hiring the software company to placing the character day-of. [See Management Collateral #3]"
▪ "A software company was hired to sketch the interactive touch wall before physical development. [See Event Collateral #12]"
▪ "A video was taken to illustrate the final product including back of house execution. [See Multi-Media Collateral #1]"
INNOVATION IMPACT: *(max characters: 7500)*
• Explain the impact, benefits, and any lasting value your innovation brings to the Events Industry. Include references to collateral materials to give a clearer picture of your process.
• This should be written in a short answer or bullet pointed format.

8. Best Event Logistics

ENTRANTS
PREVIEW: (*max characters: 3000*)
• This is a general overview of the event, products and/or services entrant provided.
• This question should act as the "hook" to capture the reader's attention.
• This should be like a movie trailer or a TV guide synopsis of the entry.
• If too much detail is provided, points may be deducted.
OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
o Client's goal
o Client's vision
o Event theme
o Purpose of event
• This answer must be purposefully answered and not a generic response
o Ex: Goal was to create a newly designed yet functional seating area for guests to be able to take notes of the presentation but also collaborate with other colleagues.
o Use quantifiable metrics whenever possible
TELL THE STORY: *(max characters: 7500)*
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
o Ex: photos, charts, menus, time lines, etc.
o How to reference:
▪ "The timeline was created to ensure that AV was properly installed, tested, and executed seamlessly on-que. [See Management Collateral #3]"
▪ "Furniture was placed strategically to influence the flow of attendee traffic towards multiple F&B stations. [See Event Collateral #12]"
▪ "A video was created for internal use to review a new lighting system and evaluate post-production. [See Multi-Media Collateral #1]"
EXECUTION: *(max characters: 7500)*

- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

9. Best Support Services

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
    o Client's goal
    o Client's vision
    o Event theme
    o Purpose of event
• This answer must be purposefully answered and not a generic response
    o Ex: Goal was to create a newly designed yet functional seating area for guests to be able to take notes of the presentation but also collaborate with other colleagues.
    o Use quantifiable metrics whenever possible

TELL THE STORY: (*max characters: 7500*)
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
    o Ex: photos, charts, menus, time lines, etc.
    o How to reference:
        ▪ "The timeline was created to ensure that AV was properly installed, tested, and executed seamlessly on-que. [See Management Collateral #3]"
        ▪ "Furniture was placed strategically to influence the flow of attendee traffic towards multiple F&B stations. [See Event Collateral #12]"
        ▪ "A video was created for internal use to review a new lighting system and evaluate post-production. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*) • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

10.   Best Event Solution

ENTRANTS
PREVIEW: *(max characters: 3000)* • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: *(max characters: 3000)*
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
   o Client's goal
   o Client's vision
   o Event theme
   o Purpose of solution in reference to challenge
• This answer must be purposefully answered and not a generic response
   o Ex: The goal was to serve fresh sushi containing raw fish at a location that was nowhere near the coast.
   o Use quantifiable metrics whenever possible

SOLUTION: *(max characters: 7500)*
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
   o Ex: photos, charts, menus, time lines, etc.
   o How to reference:
      ▪ "The timeline was created to avoid entertainers from bumping into each other as exiting the stage for back-to-back intertwined production. [See Management Collateral #3]"
      ▪ "Each course had an intricate selection, requiring multiple menus to ensure dish accuracy. [See Event Collateral #12]"
      ▪ "The entertainment was videoed for post-production assessment as well as for footage to be used for marketing. [See Multi-Media Collateral #1]"

SOLUTION IMPLEMENTATION: *(max characters: 7500)* • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format
SOLUTION VALUE: *(max characters: 7500)* • This answer should illustrate the full scope of the event and the products/services provided. • Describe how the solution contributed to the success of the event, include any lasting value (beyond the conclusion of the event) created by the solution.

11.   Best Technical Production

NOTE: Multi-media collateral is required for this category.

ENTRANTS
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• If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
    ○ Client's goal
    ○ Client's vision
    ○ Event theme
    ○ Purpose of event
• This answer must be purposefully answered and not a generic response
    ○ Ex: The goal was to synchronize the lighting and pyrotechnics to the music.
    ○ Use quantifiable metrics whenever possible

TELL THE STORY: (*max characters: 7500*)
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
    ○ Ex: photos, charts, menus, time lines, etc.
    ○ How to reference:
        ▪ "The timeline was created to time out lighting effects and pyrotechnics to spotlight within the exact second of the largest bass drops. [See Management Collateral #3]"
        ▪ "Photos were taken during the event to be used for marketing material. [See Event Collateral #12]"
        ▪ "The pyrotechnics were perfectly timed and certain products were selected to closely match musical notes. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*) • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

12. Best Event Design/Décor
Subcategories

- Best Event Design/Décor (Under $25,000 USD)
- Best Event Design/Décor ($25,000 - $75,000 USD)
- Best Event Design/Décor (Over $75,000 USD)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
    ○ Client's goal
    ○ Client's vision

o Event theme
o Purpose of the event
- This answer must be purposefully answered and not a generic response
  o Ex: The goal was to create a carnival theme inclusive of interactive carnival entertainment and games.
  o Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
  o Ex: photos, charts, menus, time lines, etc.
  o How to reference:
    ▪ "A floorplan was created to effectively showcase the theme while also strategically steering the attendees to certain areas of the venue to experience the event as a whole. [See Management Collateral #3]"
    ▪ "Vintage lighting was placed throughout to give the look and feel of a traditional carnival. [See Event Collateral #12]"
    ▪ "Unique floral arrangements were used on rotating light fixtures and in replacement of a red carpet, there was a live sod entrance with living vines welcoming attendees. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

13. Best Entertainment Production
Subcategories
- Best Entertainment Production (Under $25,000 USD)
- Best Entertainment Production ($25,000 - $75,000 USD)
- Best Entertainment Production (Over $75,000 USD)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Purpose/objective/goal/ can be but is not limited to:
  o Purpose of entertainment
  o Client's entertainment vision
  o Entertainment theme
  o Client's entertainment goal
- This answer must be purposefully answered and not a generic response
  o Ex: Our purpose was to fulfill the client's entertainment need by providing the specific cast requirements.
  o Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
    - Ex: photos, charts, menus, time lines, etc.
    - How to reference:
        - "The production schedule detailed precise start and end times to ensure that all entertainment would complete within 15 minute General Session Intro. [See Management Collateral #3]"
        - "Elaborate themed costumes were commissioned by a renowned artist to replicate the inspiration of the original characters. [See Event Collateral #12]"
        - "The live entertainment was captured and then replayed as background entertainment through the remainder of the night on all venue screens. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

14. Best Corporate Event
Subcategories
- Best Corporate Event (Under $75,000)
- Best Corporate Event ($75,000 - $150,000)
- Best Corporate Event (Over $150,000)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

NOTE: This is for the overall event, which can include all elements of the event (venue, catering, production, etc.) but shouldn't focus on only one element of the event (ex. décor). Do note that if your information or collateral shows an element (like F&B) and it's not referenced in your budget you may lose points or be disqualified.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
    - Client's goal
    - Client's vision
    - Event theme
    - Purpose of event
- This answer must be purposefully answered and not a generic response
    - Ex: "Goal was to plan a team building event for new branch to bond with current employees."
    - Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were

there.
- Specific descriptions should be referenced to the collateral
  - Ex: photos, charts, menus, time lines, etc.
  - How to reference:
    - "Several detailed contingency plans were put in place in expectation of weather challenges. [See Management Collateral #3]"
    - "Signage was strategically placed throughout the event to overcome confusing venue entrances/exits. [See Event Collateral #12]"
    - "The attendees were issued interactive bracelets that lit with different colors depending on how they answered questions in an entertaining General Session Opener. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

15. Best Event for a Non-Profit Organization
Subcategories
- Best Event for a Non-Profit Organization (Under $75,000 USD)
- Best Event for a Non-Profit Organization ($75,000 - $150,000 USD)
- Best Event for a Non-Profit Organization (Over $150,000 USD)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

NOTE: This is for the overall event, which can include all elements of the event (venue, catering, production, etc.) but shouldn't focus on only one element of the event (ex. décor). Do note that if your information or collateral shows an element (like F&B) and it's not referenced in your budget you may lose points or be disqualified.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
  - Client's goal
  - Client's vision
  - Event theme
  - Purpose event
- This answer must be purposefully answered and not a generic response
  - Ex: "The goal was to raise over $50,000 for the cause through the use of emotional enticement."
  - Use quantifiable metrics whenever possible
- In addition to identifying specific objective/ goals/ purpose for this event, you may also want to explain the mission of the nonprofit organization and how this event helped to support that mission.

TELL THE STORY: (*max characters: 7500*)
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were

there.
- Specific descriptions should be referenced to the collateral
  - Ex: photos, charts, menus, time lines, etc.
  - How to reference:
    - "The banquet order was critical since the venue only donated 3 hours and the menu was a 4 course meal. [See Management Collateral #3]"
    - "Photos of the survivors were placed throughout the venue and the silent auction areas. [See Event Collateral #12]"
    - "A slideshow was rotating in the background of all venue screens with photos of the survivors. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

16. Best Event with a Legacy

NOTE: This event must occur annually or bi-annually and have a history of more than five years. If the event takes place every two or more years, then at least three events must have taken place to qualify in this category, starting with the third iteration of the event.

ENTRANTS

PREVIEW: *(max characters: 3000)*
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: *(max characters: 3000)*
NOTE: Verification of annual event must be included in collateral materials.
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
  - Client's goal
  - Client's vision
  - Event theme
  - Purpose of event
- This answer must be purposefully answered and not a generic response
  - Ex: "The goal of the event is to continue to build awareness of the cause as well as to raise funds for research."
  - Use quantifiable metrics whenever possible
- If possible, reference how this event has built upon objective/ goals/ purpose year over year.
  - You can reference ever-increasing success year over year
  - If the previous year had specific challenges, outline how you overcame them and produced a successful event this year

LEGACY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
  - Ex: photos, charts, menus, time lines, etc.
  - How to reference:
    - "The timeline was created maximize the effectiveness of the silent auction, while the live auction was underway. [See Management Collateral #3]"

▪ "Artistic photos of the affected patients were applied to bars and tables to serve as visual encouragement to participate in the auction. [See Event Collateral #12]"
▪ "The video of the Board President was played as the introduction to the event. [See Multi-Media Collateral #1]"

LEGACY EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

LEGACY IMPACT *(max characters: 7500)*
- What was the final impact of the event on the producer, the client, the intended audience, beneficiaries and/or the global community? Include references to collateral materials to enhance the details.

17.   Best Public Event

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
    o Client's goal
    o Client's vision
    o Event theme
    o Purpose of the event
- This answer must be purposefully answered and not a generic response
    o Ex: "The goal of the event was to increase attendance to over 5000 attendees."
    o Use quantifiable metrics whenever possible
    o Include information about the initial targeted vs. actual guest count

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
    o Ex: photos, charts, menus, time lines, etc.
    o How to reference:
        ▪ "A detailed production schedule was created to ensure that all entertainment acts were back-to-back to avoid any 'down time' that may affect attendance—while also strategically placing popular entertainers throughout. [See Management Collateral #3]"
        ▪ "Art was placed throughout the stage areas of the festival to promote the artist market. [See Event Collateral #12]"
        ▪ "Live streaming was placed on projectors within all VIP areas to ensure maximum visibility of the entertainment. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format
- Please reference specific risk management planning, including any threat assessments, security plans, emergency medical or first-aid services plans, and any other emergency action planning that you were responsible for or that you participated in as part of a larger event team member

18. Best Social Event
Subcategories
- Best Social Event (non-wedding) (Under $75,000 USD)
- Best Social Event (non-wedding) ($75,000 USD and Over)

<mark>NOTE: Required budget must be submitted with entry submission and can be referenced within questions.</mark>

ENTRANTS
PREVIEW: (*max characters: 3000*) • This is a general overview of the event, products and/or services entrant provided. • This question should act as the "hook" to capture the reader's attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
• This should be written in a short answer or bullet pointed format.
• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
• Objective/goal/purpose can be but is not limited to:
   o Client's goal
   o Client's vision
   o Event theme
   o Purpose of event
• This answer must be purposefully answered and not a generic response
   o Ex: The goal of the event was to entertain the attendees while honoring the birthday girl.

TELL THE STORY: (*max characters: 7500*)
• This answer should illustrate the full scope of the event and the products/services provided.
• This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
• Specific descriptions should be referenced to the collateral
   o Ex: photos, charts, menus, time lines, etc.
   o How to reference:
      ▪ "The floorplan was very strategically planned to ensure that food trucks would have enough space to drive into the venue and park. [See Management Collateral #3]"
      ▪ "Photos of the guest of honor were placed throughout the venue as well as utilized in centerpieces. [See Event Collateral #12]"
      ▪ "A slideshow of the guest of honor was rotated throughout all of the venue screens. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*) • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format

19. Best Wedding
Subcategories
- Best Wedding (under $75,000 USD)
- Best Wedding ($75,000 - $150,000 USD)
- Best Wedding (over $150,000 USD)

<mark>NOTE: Required budget must be submitted with entry submission and can be referenced within questions.</mark>

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
  - Client's goal
  - Client's vision
  - Event theme
  - Purpose of event
- This answer must be purposefully answered and not a generic response
  - Ex: The goal of the event was to give the attendees and experience they would never forget and to set this wedding apart from other traditional New Orleanian weddings.

TELL THE STORY: (*max characters: 7500*)
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
  - Ex: photos, charts, menus, time lines, etc.
  - How to reference:
    - "The floorplan was very strategically planned to ensure that food trucks would have enough space to drive into the venue and park. [See Management Collateral #3]"
    - "Photos of the bride and groom were placed throughout the venue as well as utilized in centerpieces. [See Event Collateral #12]"
    - "A slideshow of the bride and groom were rotated throughout all of the venue screens. [See Multi-Media Collateral #1]"

EXECUTION: (*max characters: 7500*)
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

20. Best Meeting/Conference Program
Subcategories
- Best Meeting/Conference Program (Under $500,000 USD)
- Best Meeting/Conference Program (Over $500,000 USD)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:

- o Client's goal
- o Client's vision
- o Event theme
- o Purpose of event
- This answer must be purposefully answered and not a generic response
  - o Ex: "The goal of the program was to get attendees more involved by utilizing more interactive elements."
  - o Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
  - o Ex: photos, charts, menus, time lines, etc.
  - o How to reference:
    - ▪ "The production schedule was critical to ensure that most, if not all, attendees participated in each interactive station. [See Management Collateral #3]"
    - ▪ "Each interactive station was themed based off of the companies mission for 2017. [See Event Collateral #12]"
    - ▪ "A video from the President of the company was used to welcome and thank attendees. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

21. Best ILEA Event Volunteer Collaboration

NOTE: Entry may mention the ILEA Chapter only, all other rules apply. Do not mention individual entrant/team member names.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
  - o Event goal
  - o Event vision
  - o Event theme
  - o Purpose of event
- This answer must be purposefully answered and not a generic response
  - o Ex: "The goal of the CSEP education course was to increase CSEP candidates as well as increase the passing ratio through thorough coverage of exam requirements."
  - o Use quantifiable metrics whenever possible

TELL THE STORY: *(max characters: 7500)*
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral

- o Ex: photos, charts, menus, time lines, etc.
- o How to reference:
  - ▪ "The timeline was created to that all relevant materials were covered while leaving adequate time for the question and answer portion of the course. [See Management Collateral #3]"
  - ▪ "Photos were taking during the course to use on the chapter's website to promote attendance at future CSEP courses. [See Event Collateral #12]"
  - ▪ "The course was videoed and then shared amongst the chapter members for those who could not attend. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

TEAM *(max characters: 500 per team member)*
- This answer should detail out what each team member contributed
- Should be written in short paragraph or bullet point format for each member
- This should be the breakdown of the "TELL THE STORY" question, reflecting which team member contributed to which task

22. Best ILEA Team Effort
Subcategories
- Best ILEA Team Effort (Under $75,000 USD)
- Best ILEA Team Effort ($75,000 - $150,000 USD)
- Best ILEA Team Effort (Over $150,000 USD)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

ENTRANTS

PREVIEW: (*max characters: 3000*)
- This is a general overview of the event, products and/or services entrant provided.
- This question should act as the "hook" to capture the reader's attention.
- This should be like a movie trailer or a TV guide synopsis of the entry.
- If too much detail is provided, points may be deducted.

OBJECTIVES AND/OR GOALS: (*max characters: 3000*)
- This should be written in a short answer or bullet pointed format.
- The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.
- Objective/goal/purpose can be but is not limited to:
  - o Event goal
  - o Event vision
  - o Event theme
  - o Purpose of event
- This answer must be purposefully answered and not a generic response
  - o Ex: "The goal of the event was to hold the first annual Fall Fest to increase community involvement in a traditional down time of the year."
  - o Use quantifiable metrics whenever possible

TELL THE STORY: (*max characters: 7500*)
- This answer should illustrate the full scope of the event and the products/services provided.
- This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there.
- Specific descriptions should be referenced to the collateral
  - o Ex: photos, charts, menus, time lines, etc.
  - o How to reference:

- ▪ "The timeline was created to ensure that all booth vendors were set and moved out in a tight time frame, in order to synchronize with street closures being removed at 11pm. [See Management Collateral #3]"
- ▪ "Photos of the city from 45 years ago were placed throughout the event to showcase the last "Fall Fest" held in the square. [See Event Collateral #12]"
- ▪ "A TV advertisement was heavily promoted to maximize attendance of this new event. [See Multi-Media Collateral #1]"

EXECUTION: *(max characters: 7500)*
- This should be written in a short answer or bullet pointed format.
- Answer as laid out in the question format

TEAM *(max characters: 500 per team member)*
- This answer should detail out what each team member contributed
- Should be written in short paragraph or bullet point format for each member
- Use your description of products/ services from the "Tell Your Story" section to outline what each team member contributed. Products/ services provided by each team member should be equally described/ represented in the entry.