



### **Chapter Virtual or Hybrid Program of the Year**

The NACE Chapter Virtual or Hybrid Program of the Year award recognizes the excellence in planning and execution of a chapter virtual or hybrid program. This program must demonstrate outstanding achievement in educational content, member engagement, theme, and presentation.

#### **Section 1: Elements Statement - 20 points, 1000 words maximum**

Describe the virtual or hybrid event and how it met the program purpose, theme, goals, and objectives set forth by the chapter. Be sure to describe any different, unique, or creative qualities which elevated the program content, theme, and presentation to an award-winning level.

#### **Section 2: Program Implementation and Execution – 30 points, 1000 words maximum**

- Describe virtual or hybrid event planning timeline and agenda.
- Describe educational components, speaker, panel, and/or presentation.
- If applicable, describe hospitality industry impact, and food/beverage components.
- If applicable, describe fundraising and/or community service components.
- Describe rehearsal, technology, or speaker challenges. (for example, did your internet work? did your venue close? were there flight cancellations or any other restrictions?)

#### **Section 3: Sponsorship – 10 points, 500 words maximum**

- Describe sponsorship opportunities, including in-kind sponsorships, marketing efforts, member giveaways, and unique ways to incorporate the sponsors into a virtual or hybrid event.
- Include feedback from sponsors.

#### **Section 4: Participation – 10 points, 500 words maximum**

- Discuss board and committee involvement, total number of attendees, and number of NACE members versus number of guests that attended.
- Actual Attendee Count will NOT be a part of the entry score.
- If applicable, include ways chapter created maximum impact (such as leveraged resources, worked with other industry organizations, charities).

#### **Section 5: Collateral Material – 30 points**

- Attach one or two sponsorship examples such as sponsor recognition, marketing materials, or contracts.
- Provide two examples of social media posts and email marketing.
- Upload a timeline of marketing and promotional materials.
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).
- Uploaded files (total for all) cannot exceed 2GB.

**Questions?** Please email [awards@nace.net](mailto:awards@nace.net)