



Event Production of the Year

The Event Production of the Year award recognizes outstanding achievement in the overall event planning and production of a catered event by on-premise and off-premise caterers, event planners, facility venue managers, and institutions producing events such as parties, banquets, award ceremonies, fundraisers, festivals, sporting events, conventions, and expositions, but excluding weddings (see Wedding of the Year award).

Award nominations will be split into two subcategories:

- Social
- Corporate

Section 1: Elements Statement - 15 points, 1,000 words maximum

Summarize the event, including theme, goals, objectives of the client, and number of attendees. Entry will be judged on how well the event met the purpose, theme, goals, and objectives of the client, and the different, unique, or creative qualities which elevated the event to an award-winning level.

Section 2: Event Planning and Venue - 40 points total

- Provide the overall event planning timeline. *10 points*
- Provide a detailed timeline for the day of the event. *10 points*
- Explain the budget. Discuss the actual revenue and expenses including the following information. *10 points, 1,000 words maximum*
 - What was the total budget for event?
 - What was the per person cost for this event?
 - What did the client spend with your company on the part of the event for which you were contracted?
 - What did the client pay other vendors including rentals, and ancillary services that contributed to the production of the event?
 - Include the retail value of any donated in-kind goods or services.
- Describe the venue or event site including location, description of venue, and unique challenges presented by the site. *10 points, 1,000 words maximum*

Section 3: Food and Beverage Service - 10 points total

- Describe the food and beverage in terms of color, texture, flavor, and presentation and how these elements coordinated with, supported, or enhanced the event production. *5 points, 500 words maximum*
- Describe the service design, food station design, and any staff costumes, interactive participation, or other unique service features that contributed to or were impacted by the event production. *5 points, 500 words maximum*

Section 4: Event Execution - 15 points total

- Describe the decor used at this event, including floral, linens, props, balloons, or printed materials. *5 points, 500 words maximum*
- Describe any unique support elements including special effects, A/V, tenting, lighting, or staging. *5 points, 500 words maximum*
- Describe the entertainment, including any unique aspects that made this event stand out. *5 points, 500 words maximum*

Section 5: Collateral Material - *20 points total*

- Attach two or three photos of the event to show your work.
 - Examples include food displays, beverage displays, menu items, floor plan/diagram, room shots, table presentations, décor, print materials, invitations, marketing materials, client-authored thank you letters.
- 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.

Team Members:

Industry awards allow you to credit members of the team that contributed to the success of the event. If selected as a winner, each team member included in the submission will be able to purchase an additional physical award after the NACE One Awards Gala.

Submission Fee: \$115

Questions? Email awards@nace.net