



Micro Event of the Year

The Micro Event of the Year award recognizes outstanding achievement in overall event planning and production of a catered event with 25 or fewer attendees by on and off-premise caterers, event planners, facility venue managers, and institutions.

Section 1: Elements Statement - 25 points, 1,000 words maximum

Provide a summary of 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, as well as the different, unique, or creative qualities which elevated the event.

Section 2: Event Planning and Venue - 30 points total

- Provide an overall event planning timeline. *10 points*
- Provide detailed timeline for the day of the event. *5 points*
- Explain the budget, including actual revenue and expenses and the information below. *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 on the part of the event for which the nominee was contracted?
 - What did the client pay to other vendors, such as 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 the location, description of venue, and unique challenges presented by the site. *5 points, 500 words maximum*

Section 3: Food and Beverage Service - 20 points total

- Describe the food and beverage in terms of color, texture, flavor, and presentation. Describe how these elements coordinated with, supported, or enhanced the event production. *10 points, 1,000 words maximum*
- Describe the service design, food station design, staff costumes, interactive participation, or other unique service features that contributed to or were impacted by the event production. *10 points, 1,000 words maximum*

Section 4: Event Execution – 30 points total

- Describe the decor used at this event, including floral, linens, props, balloons, printed materials, or other decor. *10 points, 1,000 words maximum*
- Describe unique support elements used including special effects, A/V, tenting, lighting, or staging. *10 points, 1,000 words maximum*
- Describe the entertainment, including any unique aspects that made this event stand out. *10 points, 1,000 words maximum*

Section 5: Collateral Material - 20 points

- 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
- 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