



## **Event Photography of the Year**

The Event Photography of the Year award recognizes outstanding photography and the photographer's artistic talents.

### **Section 1: Elements Statement - 10 points, 250 words maximum**

Summarize the event, including theme and summary of the goods and services you provided for the event. Entry will be judged on how well the event photography met the purpose, theme, goals, and objectives of the client, and the different, unique, or creative qualities which elevated the event photography to an award-winning level.

### **Section 2: Event Objectives and Client Goals - 25 points total**

- Describe the overall event objectives as presented by the clients and how these were captured by the photography. *10 points, 250 words maximum*
- Explain the client's overall goal and expectations of the services and photos post event. *10 points, 250 word maximum*
- List the budget and actual revenue and expenses, including what the client spent with your company for the part of the event for which you were contracted, plus the dollar value of any donated in-kind goods or services. *5 points*

### **Section 3: Event Details, Execution and Obstacles - 25 points total**

- Describe the venue or event site, including location, description of venue, and unique challenges presented by the site. *5 points, 250 words maximum*
- Describe the logistics and unique details of the event that allowed you to be creative and showcase your talents from behind the lens (food and beverage, entertainment, lighting, special effects, etc.). *15 points, 250 words maximum*
- Describe whether there were challenges during the planning, execution, or post-production of the event. If so, explain what strategies and resolutions were used to resolve the issues. *5 points, 250 words maximum*

### **Section 4: Collateral Material - 40 points total**

- Attach three photos of the event to show your work.
  - Examples should show the scope of the work, the details of the event, and how well the photography met the objectives and goals of the client.
- 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).

**Submission Fee: \$125**