



## **Event Production of the Year**

The Event Production of the Year award recognizes outstanding achievement in the overall event planning and production of an event, by 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).

### **Section 1: Elements Statement - 15 points, 250 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 - 30 points total**

- Describe the overall event planning timeline. *10 points*
- Explain the budget. Discuss the actual revenue and expenses including the following information. *10 points, 250 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, 250 words maximum*

### **Section 3: Technical Production Concept – 20 points total**

- Provide the overall production planning timeline including a detailed run of show timeline for the day of the event. Include the lighting or audio script if available. *10 points, 250 words maximum*
- Explain the budget and its effect on how the production added value to the client. *5 points, 250 words maximum*
- Describe any unique support elements used including special effects, A/V, tenting, lighting, or staging. *5 points, 250 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, 250 words maximum*
- Describe any unique support elements including special effects, A/V, tenting, lighting, or staging. *5 points, 250 words maximum*
- Describe the entertainment, including any unique aspects that made this event stand out. *5 points, 250 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).

**Submission Fee: \$125**