

Catered Event of the Year



The Catered Event of the Year award recognizes outstanding planning and execution for on-premise and off-premise events.



Give a 150-word overview of the award submission to answer the following questions. This overview should set the tone for the rest of the award submission. This overview may be used in promotional materials and NACE reserves the right to modify this description for the award program.

What was the theme of the event? What were the goals and objectives of the client? What different, unique, and creative elements were implemented that elevated the event to an award-winning level?



Respond to the below bulleted prompts in 350-500 words. Answer all prompts in the order listed, adding space between answers, for maximum point value.

- How would you describe the venue or event site? What was the location? What unique challenges were presented by the site?
- How did the menu coordinate with the event theme? Describe food and beverage in terms of color, texture, flavor, and presentation. How did the menu support the theme?
- How many people attended the event?
- How well did the event meet the purpose, theme, goals, and objectives of the client?



Upload the following to support your written award submission. All upload material must be submitted to receive full credit for this portion of the submission.

- Upload the overall event plan timeline including the day of the event timeline.
- Upload the budget and actual revenue and expenses.
 - Include 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.
- Upload 5-6 high quality 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 a maximum of two minutes in length and must be submitted through a link such as Vimeo or YouTube.