

# 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).



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? How many people attended the event? How well did the event meet the purpose, theme, goals, and objectives of the client? What different, unique, and creative elements were implemented that elevated the event to 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?
- What unique support elements were used? Include special effects, AV, tenting, lighting, and staging.
- How would you describe the décor? Include floral, linens, props, balloons, and printed materials.
- How would you describe the entertainment? Include unique aspects that made this event stand out.

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 planning timeline, production planning timeline, and detailed run of show.
- Upload a detailed run of show timeline for the day of the event and lighting or audio scripts if available.
- Upload the total budget for the 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?
  - What was the retail value of 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, table presentations, décor, print materials, invitations, marketing materials, client-authored thank you letters.
- Recommended, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link, such as Vimeo or YouTube.

