

HYBRID EVENT

| Question | Max Characters |
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| <p>PREVIEW: This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. If too much detail is provided, points may be deducted.</p> | 3,000 |
| <p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> ○ Client’s goal ○ Client’s vision ○ Event theme ○ Purpose of event • This answer must be purposefully answered and not a generic response <ul style="list-style-type: none"> ○ Ex: “Goal was to plan a team building event for new branch to bond with current employees.” ○ Use quantifiable metrics whenever possible | 3,000 |
| <p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral <ul style="list-style-type: none"> ○ Ex: photos, charts, menus, timelines, etc. ○ How to reference: <ul style="list-style-type: none"> ▪ “Several detailed contingency plans were put in place in expectation of weather challenges. [See Management Collateral #3]” ▪ “Signage was strategically placed throughout the event to overcome confusing venue entrances/exits. [See Event Collateral #12]” ▪ “The attendees were issued interactive bracelets that lit with different colors depending on how they answered questions in an entertaining General Session Opener. [See Multi-Media Collateral #1]” | 7,500 |
| <p>EXECUTION:</p> | 7,500 |

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| <ul style="list-style-type: none">• This should be written in a short answer or bullet pointed format.• Answer as laid out in the question format | |
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Management Collateral

Use copy/form that already exists

Event Collateral

Use copy/form that already exists

Multi-Media Collateral

Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This element is required for Event Filmmaking and Technical Production entries and is optional for all other categories.

To submit a video, please provide a link to site that your video is being hosted on, ie Youtube, Vimeo, Smugmug, etc.

Limits: Only 1 video. No Longer than 5-minutes