

Best Industry Adaptation

Question	Max Characters
<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: This should be written in a short answer or bullet pointed format. The details of how the purposes/objectives/goals were achieved should be answered in Adaptation Development Section.</p> <ul style="list-style-type: none"> • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> ○ Purpose of adaptation ○ Adaptation vision ○ Adaptation goal • This answer must be purposefully answered and not a generic response <ul style="list-style-type: none"> ○ Generic response example: Needed to shift current product to pay overhead costs ○ Use quantifiable metrics whenever possible 	3,000
<p>ADAPTATION DEVELOPMENT:</p> <ul style="list-style-type: none"> • Expand your preview. Explain why the adaptation was developed and the need(s) met. • 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"> ▪ "The timeline was created to ensure that all stations were setup in multiple locations of the venue and were ready to go at the designated times, as we had a tapered start to the event. [See Management Collateral #3]" ▪ "The stations were artfully decorated with fall themed elements. [See Event Collateral #12]" ▪ "The rotating serving station gleamed in the effervescent glow of the fall theme. [See Multi-Media Collateral #1]" 	7,500
<p>ADAPTATION IMPACT: This should be written in a short answer or bullet pointed format.</p>	7,500

Explain the impact of the Adaptation to the Events Industry and your business.	
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Management Collateral

Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management Collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .gif, .xlsx. Each file may not exceed 10Mb.

Event Collateral

Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf,.doc.

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 upload is required for Best Event Filmmaking and Best 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