

# Best VIRTUAL EVENT

Question	Max Characters
<p><b>PREVIEW:</b> 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><b>OBJECTIVES AND/OR GOALS:</b></p> <ul style="list-style-type: none"> <li>• This should be written in a short answer or bullet pointed format.</li> <li>• The details of how the goals/objectives/purposes were achieved should be answered in Execution Section.</li> <li>• Objective/goal/purpose can be but is not limited to:               <ul style="list-style-type: none"> <li>○ Client’s goal</li> <li>○ Client’s vision</li> <li>○ Event theme</li> <li>○ Purpose of event</li> </ul> </li> <li>• This answer must be purposefully answered and not a generic response               <ul style="list-style-type: none"> <li>○ Ex: “Goal was to plan a team building event for new branch to bond with current employees.”</li> <li>○ Use quantifiable metrics whenever possible</li> </ul> </li> </ul>	3,000
<p><b>TELL THE STORY:</b></p> <ul style="list-style-type: none"> <li>• This answer should illustrate the full scope of the event and the products/services provided.</li> <li>• This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there.</li> <li>• Specific descriptions should be referenced to the collateral               <ul style="list-style-type: none"> <li>○ Ex: photos, charts, menus, timelines, etc.</li> <li>○ How to reference:                   <ul style="list-style-type: none"> <li>▪ “Several detailed contingency plans were put in place in expectation of weather challenges. [See Management Collateral #3]”</li> <li>▪ “Signage was strategically placed throughout the event to overcome confusing venue entrances/exits. [See Event Collateral #12]”</li> <li>▪ “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]”</li> </ul> </li> </ul> </li> </ul>	7,500
<p><b>EXECUTION:</b> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format</p>	7,500

## **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