

| Order | Entrant Questions   | Max Characters |
|-------|---|----------------|
| 1     | <b>PREVIEW:</b> Provide a general overview of the event, and services you provided for the event. (Keep it short and sweet like a movie preview used to hook your audience.)  | 3000           |
| 2     | <b>OBJECTIVES AND/OR GOALS:</b> Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)   | 3000           |
| 3     | <b>TELL THE STORY:</b> Expand on your preview. Provide descriptive details of the services that were provided, what the challenges were and how they were resolved. (Include references to collateral materials to enhance the details.)  | 7500           |
| 4     | <b>EXECUTION:</b> Describe the logistical execution of the products or services including challenges faced. (Bullet point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):<br><br>Development (proposal phase)<br><br>Pre-Production (prior to start of the event)<br><br>Production (during run of the event)<br><br>Post-Production (after the event)<br><br>Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)<br><br>Risk Management (acknowledge if there were any potential risks or situations that arose for these services, if so, then detail contingencies that were put in place to reduce or eliminate risk.) | 7500           |
| 5     | <b>TEAM:</b> Describe each team member's role and contribution, including your own, of your event. List as Team Member 1, Team Member 2, etc. ( <b>max characters: 500 per team member</b> )  | 6000           |
| 6     | <b>TEAM: If Needed: Team Role Continued:</b> Describe each team member's role and contribution to your event. ( <b>max characters: 500 per team member</b> )  | 6000           |

**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, .gif, .xlsx. Each file may not exceed 10 Mb.

**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 a link to 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.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.  
Accepted file types include: ppt. Or link on online video.