ACADEMIC EVENT PROFESSIONAL

HOW TO ENTER EVENTS FOR INDUSTRY AWARD

Sally Webb

Managing Director

The Special Event Company

Executive in Residence

Temple University School of Tourism & Hospitality

- **1999 Winner of *Best Event with Legacy* for creation of The Press Ball**

- **2001 Winner of *Best Multi-Day Event* for Duke University Campaign Kick-Off Retreat**

- **2002 Winner of *Best Event Marketing Campaign* for The Press Ball**

- **2004 Winner of Event Solutions Magazine *International Event Professional of the Year***

- **2005 Winner of *Best Event with Legacy* for Coach K & Fuqua School of Business Leadership Conference**

- **2006 Winner *Best Event* and *Best Venue Event* for Launch of Nicholas School for Environmental Policy at Duke University**

- **2006 Winner for *Best Event Industry Team* for Nicholas School for Environmental Policy at Duke University**

- **2007 Winner of *Most Unique Entertainment*, *Best ISES Team* and *Best Food Presentation* North Carolina Launch Event**

- **2007 Nominee for *Best Event Entertainment*, ISES ESPRIT AWARDS**

- **2008 Current Nominee for *Best Fair/Festival* & *Best Décor under $20,000***

EVENT SOLUTIONS AWARD WINNER 2004
INTERNATIONAL EVENT PRODUCER OF THE YEAR 2004

Special Events AWARD WINNER 2002
INTERNATIONAL AWARD FOR BEST MARKETING CAMPAIGN

Special Events AWARD WINNER 2001
INTERNATIONAL AWARD FOR BEST INCENTIVE EVENT

Esprit AWARD WINNER 1999
INTERNATIONAL AWARD FOR BEST EVENT

2007 EVIE AWARDS GALA

WHY DO AWARDS MATTER?

Value of a service industry company is hard to qualify by book figures alone

Saying I'm the best *XXXX* in my field is not enough – you need to demonstrate it

Awards
get you known!

Your peer group is
a great marketing outlet

Left to right are Zoe Warner and Rachel Thompson from the
Sally.

It's a special event fo
the special events tea

Sally Webb (The Special Even
organise an awards ceremony
make money for
With 12 years exp
Sally Webb has a

Sally Webb (Th

ESSEX PIONEER

Event management, the professional organisation and running of balls, conferences, sporting and other key activities is a growing industry world wide.

David Thompson interviews Sally Webb, of West Hanningfield, Britain's leading exponent in the art

Sally Webb, the company wrote home.

She then shifted her way into the Sports and Hob
co-op by Demerrel Lyonne, as a temporary secre
able to type. Five days later, she said: "I was told th
necessary over-lowered and offered a job as a
manager."

Sally Webb worked for the company for seven
managing a lot of sporting accounts, including Ha
Squash Championships.

After the birth of her son, Charlie, now aged
daughter, Isobel, when, Sally Webb set up Th
Company with a partner. It was one of Britain's fir
companies. She had a lucky break with her first jo
conference for 2,000 people. It made a lot of money

The 300th anniversary of Lloyds of London wa
Sally Webb and her partner, whom she eventually
if they could organise a ball to mark it and would

Sally Webb said: "Lloyds said no. So we hunded
were to subsidise only one. We had a little offic
There was no computer, no fax and only one phon
great success. We sold 2,000 tickets. We gave a wo

Sally Webb was a punk at 16, dropped out of two college courses, bluffed her way into a secretarial job where she couldn't type and left into PR without, as she says, knowing what PR was. Twenty years on, she is Britain's leading special event manager, the only non-American to win the International special events industry's 'Oscar', and is much sought after in the United States and around the world as an organiser and lecturer.

To describe her as an Essex girl is, therefore, a compliment though she says she is "the only other thing to come out of Basildon apart from Depeche Mode and Queen Vic Oates."

Sally Webb won a National Redbridge award for literature aged 16. At 16, she became a punk for eight months after Vivienne Westwood accidentally dyed her hair Burgundy on purpose at the International Hair Show.

After leaving comprehensive school, she did one year of a two-year drama course followed by one year of a two-year film study course. Her first job was with a sales promotion agency as a rep and general dogsbody whom she claimed in a blue Hard magazine advertisement "is why because," she says. "I was slightly better looking than the overpaid men." Unfortunately for the company, but luckily for Sally

ISES UK SCOOPS
TWO A

A day in the life of...

Sally Webb

Managing director of the Special Event Company

I split my time between two locations – my flat in Surrey Quays, and my home in Chelmsford.

When I'm at home with my two children, Isobel and Charlie, it is always manic, but the drive into work compensates for that. It takes an hour, and is the only time I get uninterrupted peace – so I make the most of it.

The majority of my clients are in the USA, so I tend to do much of my business via emails. I really don't know how people did business before the internet was established.

Three times a week we have a two-hour production meeting. If we don't have a production meeting, then we have a big de-brief twice a week, this brings everyone up to speed with all the events we have planned.

This week, I am working on the newspaper industry's Press Ball's promotional video. It's a huge year-long project that attracts over 1,200 people, and has a lot of celebrities attending the media balls.

For me, lunch has become a luxury of the past, because I'm so busy. In the afternoon I never go, except for business lunches. But my office overlooks a gym, and I have been telling myself for ages to go to the gym at lunch time, but never get round to it. Despite the fact that I spent a fortune joining.

The sector I work in is quite a tough business. My working day never seems to end, as most of the events I organise take place in the evening.

It is very demanding and takes a lot of stamina and mental agility. Christmas time is a killer as I usually organise up to three events a night. And inevitably, this is when everyone in the office gets ill.

It can be hard-going, as I never see my children over Christmas time. But, luckily my kids have grown up with the business and the celebrities, and they like to get involved. And there is a plus side – Isobel, is very popular at school because she knows Robbie Williams.

Every event we organise is different and people have no idea how stressful it can be. Mentally, I jump from one event to the next, and there can be no margin for error in event management, because of the big money involved.

When I'm not working, I lecture at conferences and universities. Next week, I am going to Indianapolis to present a lecture on ethics in the events industry. I was also the president of the International Special Events Society, but have recently become the regional vice president.

I fly to the States quite often and the novelty does wear off, but my husband mostly works in New York and my kids love visiting.

During the week, for a couple of nights I only sleep for a few hours and I crash out in my flat near the office. When the girls in the office have worked long hours they sleep there too, it's like a mini hotel.

It's an amazing industry that I work in, and when I return from any holiday I look forward to getting back onto the hamster wheel to start all over again.

Mixing with the stars: Sally and actor Ralph Fiennes

BRITS SCOOP THE HONOURS

Members of the UK chapter of ISES, the International Special Events Society, are celebrating a clutch of honours at the industry's annual 'Oscars' ceremony in Phoenix, Arizona.

The accolades - the Special Event Gala Awards - are presented annually in recognition of outstanding achievements in the global events industry. This year's ceremony once again saw companies from around the world battling for prizes.

Despite the tough competition, British firms showed their market-leading position. London-based design consultancy Cornerstone Associates and the Special Event Company, a London-based event organiser, jointly won the award for Best Event Marketing Campaign. The prize recognised the duo's achievements in marketing the UK's celebrated Press Ball fundraiser in late 2000.

Meanwhile lighting and special effects expert Tony Timms, one of the founder members of ISES UK, picked up a brace of awards for his work at the Cattle Baron's Ball, an annual fundraiser held in the US on behalf of the American Cancer Society. Tony and his US associate Ginger Kramer were honoured with awards for Best Event Produced for a NonProfit Organisation and Best Theme Decor budget above $50,000.

The chapter, which represents the interests of event industry experts in a number of European countries as well as the UK, saw accolades going to ISES UK members working outside Britain.

(L-R) Colja Adams, Sally Webb, Tony Timms and Ginger Kramer

Colja Dams of Vok Dams Gruppe, Germany, and a director-at-large of ISES UK, received the award for Most Outstanding Spectacle Event for the company's production of the launch of the new Volkswagen car at the Detroit Motor Show.

A second award for Germany went to Hans Reitz of Autostadt GMBH who took the honours for Best Event Produced for a Corporation or Association with an overall budget above $500,000.

Dublin-based Delaney Marketing completed a great night for ISES UK when Gerard Mulligan picked up the award for Best Event Produced for a Corporation or Association with an overall budget under $100,000.

judging for the top co newspaper and mag-
azine front pages of the millennium has been
completed at the Associated Newspapers
headquarters in London. The pages will be on
display at the London Press Ball to be held at
the Hilton Hotel on 17 November. They will
also feature in a special Press Charity supple-
ment to coincide with the event.

The judging panel (left to right) were: Press
Gazette editor Philippa Kennedy; Ann Wald,
managing editor of Camera Press; Sir David
Frost; Daily Mail executive managing editor
Robin Esser; Bill Anderson, former editor of
the Sunday Post; Sally Webb, managing
director of the Special Event Company; Roy
Greenslade of The Guardian, and The Press's
Brian Macarthur.

Proceeds from the ball will go to the
Newspaper Press Fund. Tables are still avail-
able. Tickets are £115 plus VAT per person. For
details, contact the Special Event Company on
0171 357 0081.

Awards help make you an INDUSTRY LEADER

IT'S NOT DIFFICULT TO BE A BIG FISH

IN A SMALL POND!

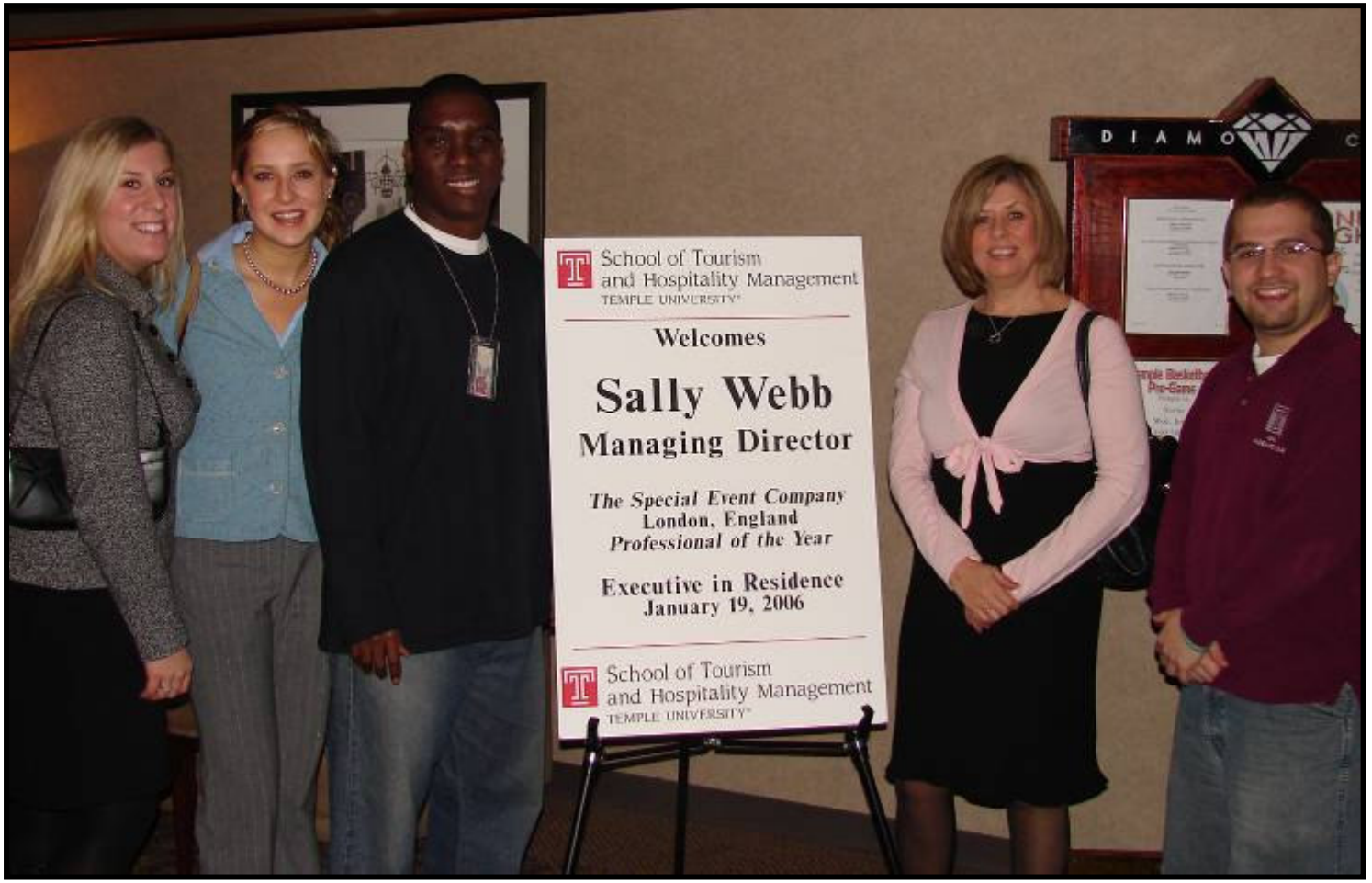
INTERNATIONAL

EVENT PRODUCER OF

THE YEAR

2004

Professorship at
Temple University Philadelphia since 2006



education + networking = expansion

CERI

Centre for Events Research International

EVENTFUL INDIA

Mumbai and New Dehli

January 2008

THE SPECIAL EVENT COMPANY
in partnership with THE DURHAM ARTS COUNCIL presents
THE ART OF EVENTS

AND, MOST IMPORTANTLY

AWARDS

BRING YOU BUSINESS

A Royal Tour for Duke

Duke University offers a top-flight special event for top donors

BY LISA HURLEY

Saying thank-you to very generous people demands a very special event. That's what Duke University created for its major donors.

Duke, located in Durham, N.C., is in the midst of a major capital campaign, with the goal of raising $1.5 billion by 2003.

To thank major donors, the university development director of special events and programs, Carolyn Ent, developed a three-day "sabbatical" in London in May. "We wanted our donors to feel special, to enjoy themselves and to feel close to the university," she explains.

The impetus for the event was an invitation to visit the official house of the American ambassador to the United Kingdom, Philip Lader, a Duke alumnus, class of 1966. "We developed the event from there," Ent reports.

Dinner With the Ambassador

Appetizer

Tomato and Oregano Tart with Red Onion and Green Olive Salad

•

Entree

Baked Sea Bass on Saffron Mash with a Confit of Fennel dressed with Coriander, Tomato Concasse and Lime

•

Dessert

Rhubarb Crumble Parfait with Poached Rhubarb Pieces topped with a Crumble Crust and Dried Sweet Rhubarb

Coffee and Chocolates

On the town: Duke donors at a private reception at the British Museum (top, left); Duke's Carolyn Ent (above left) and planner Sally Webb greet Ambassador Philip Lader.

GO LOCAL

Although the ambassador had a close link to Duke, Ent quickly realized she needed a local contact to develop the London visit. She turned to Sally Webb, managing director of The Special Event Co. in London, after learning about Webb's company through the trade show The Special Event 2000, sponsored by *Special Events Magazine*. "We wanted to use venues that had a certain exclusivity to them," Ent says.

And the band played on: A tent and band music keep guests' spirits up during a downpour.

Webb and her company developed a three-day trip for the 80 guests. Stops included an Egyptian-themed reception at the Egyptian sculpture gallery in the British Museum, Shakespeare's Globe Theatre, lunch at the Chelsea Flower Show and dinner at Winfield House, the ambassador's home.

THAT SPECIAL TOUCH

The major challenge of the event was creating an engaging tour for such an affluent, educated group. "We wanted to do something with an educational value to it so that there was more to gain than just going along and having a cocktail party," Webb says.

To meet this challenge, the events featured special connections to Duke. For example, a Duke drama professor addressed the group during the visit to the Globe, and a Duke lecturer arranged for a troupe of West End performers to sing show tunes after dinner at Winfield House.

Ent and Webb also offered personalized gifts throughout the tour, including embossed leather folders containing the itinerary, Globe souvenir brochures, and inscribed alms dishes and cufflinks from premier British jeweler Asprey & Garrard at the ambassador's dinner.

SIDESTEPPING SNAFUS

The organizers had to cope with the unexpected. The mercurial English weather brought a downpour during the flower show visit. "Fortunately, we had a private marquee for the group, and a traditional brass band entertained them inside," Webb says.

One force was even more powerfu than the weather—politics. The day c the dinner at the ambassador's house U.S. Secretary of State Madelin Albright made an unscheduled visit t Ambassador Lader. The catering com pany—Moving Venue Caterers c London—was barred from setup c the venue for three hours.

The event was a success, Web says, because of the trust placed in he company. "Our client had to have huge sense of belief in us," she says "It wasn't easy for her to pop over fo a site visit."

Duke University, University Development
Box 90610, 2127 Campus Drive
Durham, NC 27708
919/681-0471

The Special Event Co.
12a The Circle, Queen Elizabeth St.
London SE1 2JE, United Kingdom
+44 171 357 6081
E-mail: specialeventco@btinternet.com

More Information? Circle 632 on reply card.

Left to right are Zoe Warner and Rachel Thompson from the Special Event Company, Carolyn Ent, director of special events for Duke University, and Sally.

It's a special event for the special events team

A BUSINESSWOMAN from West Hanningfield has scooped an award in New Orleans.

Sally Webb of the Special Event Company won the award for undertaking one of the company's most prestigious contracts - organising a three day "sabbatical" to London for 100 major donors to the historic Duke University of North Carolina.

She collected the award, cheered on by more than 50 Britons who had travelled to the United States for the Special Event Gala Awards 2001. It was for the Best Multiple-Day Incentive Event.

The gala award was the second major overseas award for Sally's company which she formed in 1987 and it was one of Britain's first event production companies.

She is also the president of the UK chapter of the International Special Events Society.

Sally said she was genuinely surprised to receive the award in "an extremely tough category".

THE CAMPAIGN FOR DUKE

Special Events AWARD WINNER 2001

Best Multi-Day Event

CAMPAIGN FOR DUKE SPRING SABBATICAL 2000

The association between Duke University and The Special Event Company began in 1999 when we were contracted to produce the Donors '*Spring Sabbatical'* in London for the *Campaign for Duke.* We worked in close liaison with the development office to devise a program that fulfilled numerous criteria:

- To produce an event which was varied enough for the 4 day duration
- Had substantial educational content to ensure it was not viewed as a purely social trip
- The status of events complied to high level expectations
- The program delivered bespoke experiences both in educational content and variety of locations
- Ample opportunities were given for the group to receive Dukes Campaign message
- Events provided a conducive environment to 'bond' with fellow donors and faculty

THE CAMPAIGN FOR DUKE

DUKE MBA INTERNATIONAL RETREAT LONDON 2001

Duke MBA International Retreat LONDON

The success of the 'Spring Sabbatical' led to an introduction to the Fuqua School of Business. The school had taken the bold step to commit a budget to a 'pilot' International Alumni event offshore, and had chosen London as their test location.

We worked in close liaison with Fuqua to develop a program that was attractive enough for delegates to travel, cross-continent in many instances, and commit time and expenditure to.

Our working relationship spanned from creating a brand for the International Retreat that had longevity, through to developing an on-going program over the coming years. The program needed to include substantial educational content to justify attending and fulfil Fuqua's lifelong learning ethos, and needed be held in locations which were exciting to visit.

The main focus was to develop an environment to foster the opportunity for Alumni to network and to implement a Focus Group to involve the Alumni in the development of the ongoing International Retreat.

DUKE MBA INTERNATIONAL RETREAT PARIS 2002

The second International Retreat was held in Paris in June 2002.

The past three years of working with Duke gave a very clear understanding of the philosophy, aims and objectives for Fuqua's International Retreat, and enabled us to work even closer with internal staff to achieve their ambitions.

Through an SEC relationship with the First Mayor of Paris, enabled the conference to be held in the prestigious Hotel de Ville (City Hall), and it also helped us engage the Minister of Finance as a keynote speaker.

The success of the program was verified by the attendance of almost 100% of delegates at every event and the evaluation forms received gave extremely high ratings.

DUKE LAW BOV & ALUMNI CONFERENCE, GENEVA 2003

In 2003 we managed the first international BOV and alumni program for Duke Law School in Geneva. The program included a combination of educational and social activities based at The Mandarin Oriental on Lake Geneva, with social events at various locations both in the city and out in a countryside chateau.

The program received excellent appraisal from the Dean and DAR Director, and the BOV agreed that it was an excellent program worthy of repeat in 2005.

DUKE MBA INTERNATIONAL CONFERENCE, GENEVA 2003

The Fuqua School of Business decided early spring to join with the Law School and arrange their second international conference for the year to coincided with Law's program. This was beneficial to both schools in terms of cost sharing and interaction/networking opportunities between business and law alumni and BOV.

Many educational seminars were shared between the two school, with separate social events which culminated in a combined schools Gala.

Our working knowledge of both schools was an immense bonus to each in the planning and budgeting operations surrounding the events.

DUKE MBA INTERNATIONAL RETREAT, HONG KONG 2004

Fuqua's forth annual MBA retreat took place in May last year in Hong Kong.

We were responsible not just for planning and executing the program, but also in securing the speakers for the conference.

As we always look for special locations for the retreats, we were fortunate to secure a reception at the private residence of the US Consul General on the Peak for attendees, where prominent business and educational guests from HK were also invited by the Consul General.

For the conference, we were able to arrange for it to be held in the prestigious private conference room at HK's landmark building, The Bank of China. Key speakers included Dr. Victor Fung, Chairman of one of Asias largest trading operations, Li & Fung and President of the Hong Kong Trade Association. Rodney Ward, Chairman of UBS Warburg Asia was another main speaker.

The beautiful Hotel Intercontinental was chosen as the host hotel, and the guests sailed on a traditional Junk to the Aberdeen Marina Club for the gala, featuring a Chinese banquet and acrobats.

THE COACH K & FUQUA SCHOOL OF BUSINESS CONFERENCE ON LEADERSHIP

The Special Event Company was selected to produce The Coach K & Fuqua School of Business Conference on Leadership in 2003.

Our appointment was made through to our in-depth knowledge of the Duke community coupled with a strong and proven track record of producing innovative, creative programs, marketing and sponsorship expertise coupled with and exceptional operational skills.

This high-profile three-day event attracted 300 attendees. Coordinating speakers such as Tom Ridge, General Vince Brooks, CNN's Lou Dobbs and CEO's of many multinational corporations necessitated intense security and logistical planning.

A closed practice with Coach K and the team was a well received highlight. Extensive sponsor branding was achieved on using a variety of mediums including giant moon balloons, gobos and a customised stage set. The Hall of Honor basketball museum was stunningly transformed for the Gala using imaginative lighting treatments.

We were delighted to be reengaged for 2004 and 2005 and are currently working on the Conference which will take place in October.

NICHOLAS INSTITUTE FOR ENVIRONMENTAL POLICY SOLUTIONS

NICHOLAS SCHOOL OF THE ENVIRONMENT AND EARTH SCIENCES
DUKE UNIVERSITY

We are currently producing the conference and gala to launch the new Environmental Institute for the Nicholas School at Duke, which will take place in September 2005.

There as similarities between the Rubenstein Hall opening and the NIEPS launch. Both comprise a conference program and kick-off event, and some of the PPI BOV are involved with the NIEPS program.

We have worked as an integral part of the organizing team with NI staff to develop the timeline, concept, style, program and kick-off sequences for this launch.

COACH K
COLLEGE BASKETBALL

LEADERSHIP CONFERENCE

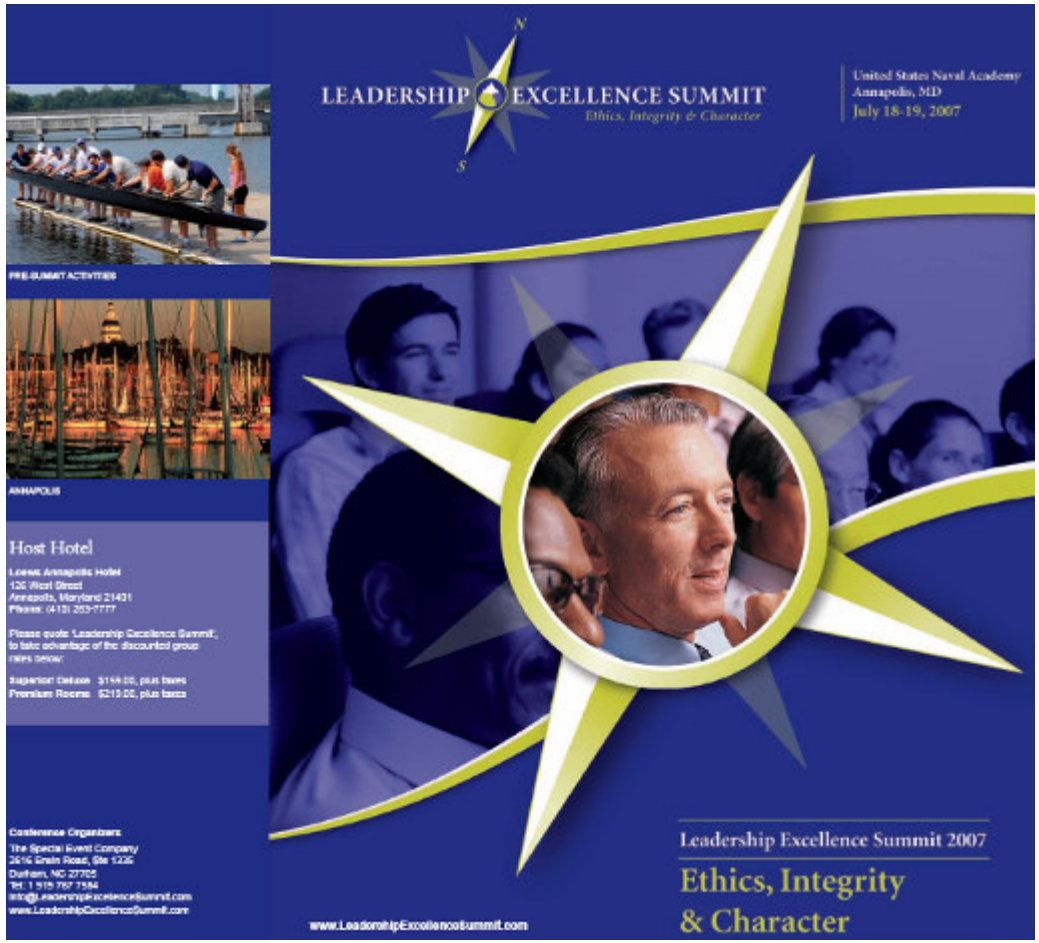
FUQUA / COACH K
CENTER ON
LEADERSHIP & ETHICS

DUKE
THE FUQUA SCHOOL OF BUSINESS

Mike 'Coach K' Krzyzewski
Head Basketball Coach, Duke Men's Basketball
COLE Executive-in-Residence
Leadership Conference
At Duke University

32

UNITED STATES NAVAL ACADEMY
ANNAPOLIS, MARYLAND, USA



NATIONAL AWARDS CEREMONY
CHARLOTTE, USA

APRIL 2007

EXCELLENCE THROUGH TEAMWORK
Hendrick

Left to right are Zoe Warner and Rachel Thompson from the Special Event Company, Carolyn Ent, director of special events for Duke University, and Sally.

It's a special event for the special events team

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THE CAMPAIGN FOR DUKE

Special Events AWARD WINNER 2001

Best Multi-Day Event

CIRCLE OF EXCELLENCE

CASE®

AWARDS PROGRAM

Esprit

Award Submission Deadlines

CASE - March 1, 2008

ISES ESPRITS – May 8th*

TSE GALA – Sept 8th*

**Esprit & TSE Gala TBC for 2008*

ISES

FOR YOUR INDUSTRY, FOR YOUR BUSINESS AND FOR YOU

Esprit

ISES FOR YOUR INDUSTRY, FOR YOUR BUSINESS AND FOR YOU

International Special Events Society

ISES Board Positions

President Elect

President

Immediate Past President

RVP

Board of Governors

Chair Int. Past Leaders Council

Affiliate Task Force Chair

ESPRIT Awards Committee

Esprit

ISES Esprit Award:

Event took place between
Ist Jan – 31st December 2007

Submission Deadline:
Normally 1st May– tba for 2008

Awards Presented at

Judging Process:

Pre-judging for compliance with rules

Points deducted or disqualified

Then sent to Chapter Judging Captains
who appoint
a Judging Committee

Esprit Award Entry Instructions

1) ISES will recognize the outstanding accomplishments of ISES event professionals at the Esprit Celebration in August 2007 at the 2007 ISES Eventworld © – An Institute for Professional Development.

2) All entries must be for the period of January 1, 2006 through December 31, 2006.

3) All entries, including joint entries, must be submitted by all ISES members in good standing.

4) Only complete entries will be accepted for judging. Please submit your application using the checklist on page two entitled: **ISES Esprit Award Entry Checklist**. Failure to follow instructions clearly outlined on checklist may result in point deductions or disqualification.

5) ISES cannot return entries to applicants. Entries will be sent to university event management programs as case studies for students or will be used in educational programs specifically designed to improve the quality of Esprit entry applications in future years.

6) The nominees in each category will be notified by email no later than June 17, 2006. Winners will be announced at the ISES Esprit Celebration in conjunction with the 2007 ISES Eventworld ©.

7) Transportation, accommodations and tickets to the Esprit Celebration are the sole responsibility of the nominees.

8) Nominees will be required to supply two (2) electronic photographs either in a pdf, .jpg or .tif file, and must be sent in a format containing a minimum of 300 dpi.

9) Each entry must submit one 8x11 page of photos of their event with the name of the event located at the top of the sheet. This will be used for display purposes. (entry binders will no longer be displayed at Eventworld, © – An Institute for Professional Development, this photo page will be used in its place)

10) Entries should be sent to:
    ISES Headquarters
    Esprit Awards Entry
    401 N Michigan Avenue
    Chicago, IL 60611-4267 USA

11) Questions may be directed to ISES Headquarters at:
    +1 800 688-4737
    +1 312 321-6853
    info@ises.com

INTERNATIONAL SPECIAL EVENTS SOCIETY Esprit

ISES ESPRIT AWARDS 2007
CALL FOR ENTRIES

Award Entry Checklist

Entries must be received by May 1, 2007. THERE WILL BE NO EXCEPTIONS

The following guidelines are used to pre-judge all categories.
Failure to follow directions could result in point deductions or disqualification.

- **A plain, standard binder with Category Name marked on the spine and cover**
  - Please ensure size is appropriate to contain all information comfortably
  - Graphic or decorative elements are only acceptable in the body of the binder only, not on the outside cover
- **One completed Entry Application form PER entry.**
  - Include a non-refundable payment of $75 USD per application
- **Cover Page with the following information:**
  - Category
  - Date of Event (Must have taken place between Jan 1 and Dec 31, 2006)
- **Overview**
  - 100 word Overview (Summary of Event)
  - Word count for the Overview listed on bottom left hand corner of the page
- **Tabs**
  - **Tabs must be clearly marked with corresponding category titles on page AND side tabs**
  - Additional Tabs vary from category to category – (Please check individual tab titles)
  - Questions pertaining to tabs in individual categories may vary – please check individual category criteria
  - Individual tab sections **NOT TO EXCEED** two typewritten pages per section
  - All supporting information for the entry must be to be inserted into plastic sleeves.
- **Collateral Material**
  - All collateral material MUST be contained in a clear plastic sleeve
  - Management Collateral - note this collateral may include IN ADDITION TO YOUR TWO TYPEWRITTEN PAGES: Production schedules / floor plans / technical drawings / marketing materials-unlimited pages
  - Primary Collateral May include Photos / Printed Materials / Renderings- not to exceed twenty individual pieces or pages
- **Member Name or Company Logo**
  - **MUST NOT APPEAR** anywhere in the binder (with the exception of THE BEST INDUSTRY CONTRIBUTION category)
  - Please black out all references to company name or logo in all supporting documentation to avoid disqualification.
- **Budget**
  - All budgeted categories **MUST INCLUDE A DETAILED BUDGET BREAKDOWN**
  - The **TOTAL** budget figure must be converted to US Dollars in addition to the local currency
  - Failure to do so will result in automatic disqualification
  - Budget MUST include full **value of donated and inventory items**
  - Failure to disclose full market value of donated goods/services will result in an automatic disqualification.
- **CD Rom / Memory Stick / Jump Drive /Disc**

  Each entry requires a separate CD ROM / Memory Stick / Jump Drive / Disk that includes the following:
  - 100 Word Overview in Microsoft Word
  - 35 Word Overview in Microsoft Word
  - 4 Word Title in Microsoft Word
  - 2 (two) – 300 dpi photos of the event in .pdf, .jpg or .tif format. (disks must be placed securely in the front of the binder

Award Entry Application

Joint ISES Entry

Joint Entry must be two current ISES members of the same business type (i.e. two caterer members who jointly catered an event or two event producer members who jointly produced an event).

Member #1

ISES Member submitting Entry _____

ISES Member ID: _____

Name of the Entry: _____

Category of the Event: _____

Company Name _____

Address/City/State/Zip-Postal Code/Country _____

Phone _____ Fax _____ Email _____

Member #2

ISES Member submitting Entry _____

ISES Member ID: _____

Name of the Entry: _____

Category of the Event: _____

Company Name _____

Address/City/State/Zip-Postal Code/Country _____

Phone _____ Fax _____ Email _____

Only one entry fee is required when submitting a joint entry and only one trophy will be presented. Additional trophies are available for purchase. Only <u>one</u> check or credit card payment is permitted when submitting a joint entry. More then one fee submitted will result in entry deductions.

Check: ☐

Credit Card: **AMEX** **VISA** **MASTERCARD**
(Please circle)

Name on Card: _____

Card Number:
Exp. Date: _____

Signature: _____

Check Category Entering

(use separate form for each entry)

ESPRIT DE CORPS AWARDS

- ☐ **Most Creative Solution**
- ☐ **Best Event with a Legacy**
- ☐ **Best Industry Contribution**
- ☐ **Best Industry Innovation**

THE ESPRIT AWARDS OF ISES

Marketing Design / Concept

- ☐ Budget Under $10,000
- ☐ Budget $10,000 - $25,000 USD
- ☐ Budget Over $25,000 USD

Best Event Support Services

- ☐ Budget Under $20,000 USD
- ☐ Budget $20,000 - $50,000 USD
- ☐ Budget Over $50,000 USD

Best Event for a Non-Profit Organization

- ☐ Budget Under $75,000 USD
- ☐ Budget $75,000 - $200,000 USD
- ☐ Budget Over $200,000 USD

Best Meeting / Conference Program

- ☐ Budget Under $75,000 USD
- ☐ Budget $75,000 - $200,000 USD
- ☐ Budget Over $200,000 USD

Crème de la Crème

- ☐ On-Premise Catering Award
- ☐ Off-Premise Catering Award

THE ESPRIT AWARDS OF ISES

Corporate Event Planning

- ☐ Budget Under $50,000 USD
- ☐ Budget $50,000 - $200,000 USD
- ☐ Budget Over $200,000 USD

Event Design/ Decor

- ☐ Design Budget Under $25,000 USD
- ☐ Design Budget $25,000 - $75,000 USD
- ☐ Design Budget Over $75,000 USD

Social Event Planning

- ☐ Budget Under $50,000 USD
- ☐ Budget $50,000 - $200,000 USD
- ☐ Budget Over $200,000 USD

- ☐ **Event Photography / Videography**

- ☐ **Technical Production**

Entertainment Production

- ☐ Entertainment Budget Under $30,000 USD
- ☐ Entertainment Budget $30,000 - $75,000 USD
- ☐ Entertainment Budget Over $75,000 USD

ISES Team Effort

- ☐ Budget Under $50,000 USD
- ☐ Budget $50,000-$100,000 USD
- ☐ Budget Over $100,000 USD

Entry Notebook Guidelines (continued)

EVENT DESIGN/ DÉCOR

This category honors event design; theme décor; floral design; prop, scenery, and display design; and balloon artistry.

Entry Categories:

1. Event with Design Budget Under $25,,000 USD
2. Event with Design Budget $25,000 - $75,000 USD
3. Event with Design Budget Over $75,000 USD

Entry Criteria:

- **Tab 1: Overview**

  Include a 100 word synopsis describing the event.

- **Tab 2: Concept**

  Explain how the design concept supported the client's goals and objectives.

  How was the concept consistent with the theme/purpose?

  How original was the design?

- **Tab 3: Design**

  How was the design consistent with the event purpose/event theme?

  Was the design innovative and creative?

- **Tab 4: Management**

  Describe your management process including Administration, Coordination, Marketing, and Legal-Ethical-Risk Management evaluation

- **Tab 5: Management Collateral**

  This may include but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

  A detailed design budget MUST be included

  TOTAL budget figure must be converted to a US Dollar equivalent

  Failure to include budget results in automatic disqualification

  Budget MUST include full value of donated and inventory items.

- **Tab 6: Primary Collateral**

  Must not exceed 20 pieces

  This may include but is not limited to: photographs, renderings, marketing materials, programs, invitations

SOCIAL EVENT PLANNING

This category is for Social event planners and producers; wedding consultants; facility venue managers or any other entities who provided these types of "Social Planning" services for the special events industry.

Event Categories:

4. Event with Total Budget Under $50,000 USD
5. Event with Total Budget $50,000 - $200,000 USD
6. Event with Total Budget Over $200,000 USD

Entry Criteria:

- **Tab 1: Overview**

  Include a 100 word synopsis describing the event.

- **Tab 2: Concept**

  Explain how the event concept was created, including creative elements.

  Did the concept support the client's goals and objectives?

  How were the event's challenges met and overcome?

- **Tab 3: Design**

  Describe the event's overall design concept, its complexity and the creative details.

  How was this design consistent with the event purpose and overall event concept?

- **Tab 4: Management**

  Describe your management process including Administration, Coordination, Marketing, and Legal-Ethical-Risk Management evaluation

- **Tab 5: Management Collateral**

  This may include but is not limited to: production schedules, agendas, scripts, flow charts, and job descriptions.

  A detailed budget MUST be included

  TOTAL budget figure must be converted to a US Dollar equivalent

  Failure to include budget results in automatic disqualification

  Budget MUST include full value of donated and inventory items.

- **Tab 6: Primary Collateral**

  Must not exceed 20 pieces

  This may include but is not limited to: photographs, renderings, marketing materials, programs, invitations announcements etc.

CORPORATE EVENT PLANNING

WITH A BUDGET OVER $100,001

Nicholas Institute for Environmental Policy Solutions
Environmental Summit

September 20 - 22, 2005

EVENT SYNOPSIS

This three-day program for 500 leading global environmentalists, educators, alumni, donors, policy specialists and media that launched the Nicholas Institute for Environmental Policy Solutions at Duke University included the following:

Day 1: Attendee Welcome Reception followed by seven concurrent dinners, each focusing on an environmental policy concern (oceans, global warming, pollution etc)

Day 2: Environmental policy conference featuring 37 speakers in topic-specific seminars and keynotes, immediately followed by an elegant gala dinner and celebration at a completely transformed Cameron Indoor Stadium (Duke's Basketball Arena).

Day 3: Topic-specific tours and seminars.

Word Count: 100

DUKE
VISITOR

CONCEPT

The Environmental Summit was the official launch of the Nicholas Institute for Environmental Policy Solutions and the first in a series of conference and research initiatives by the Institute.

The concept was to create a 3 day program of conference and events where key issues can be discussed by global environmental thought-leaders and policy makers. Each of the events during the program needed to satisfy the following objectives:

- Engage the support of substantive partnerships with the corporate sector, non-government organizations, and leading foundations.

- Create an inspiring program, conference and launch gala which will ensure long-term commitment from attendees and stakeholders.

- Recognize the contribution of Peter Nicholas, the philanthropist who made a significant donation to establish the Nicholas Institute for Environmental Policy Solutions.

- Make significant efforts to reduce the environmental consequences of the Summit with pre-identified goals for waste prevention and reduction.

- Position Duke University as the 'go to' place for real science, social science and policy solutions for the world's most pressing environmental concerns.

- Web-cast the conference and breakout sessions as a learning tool for other research institutes around the globe.

- Use the nationally know Cameron Basketball Stadium in an unconventional way by transforming it into an high-tech venue, unrecognizable even to key faculty based on the Duke campus.

- Develop a creative concept for the launch gala to emotionally engage the audience through a 'feel-good' environment, designed to cultivate potential partners, donors and sponsors.

The most challenging of objectives was to produce a conference program and launch gala which is in keeping with the slick, progressing expectations of the corporate and institutional donors, whilst being careful to address the financial and non-wasteful sensitivities of the environmental and academic guests.

The event producer and the University Development staff worked in close unison to ensure that the objectives and working practices of the Duke were fulfilled.

CONCEPT

Day 1: **Welcome Reception:** As it was important to bring guests to the home of Nicholas Institute at the Nicholas School we use the concourse outside the school where we dressed the concrete surround in shades of green fabric. Concrete Pillars and seats were covered with custom made fabrics and natural plant and hedge surrounds boxed the area in. In the adjacent hall we staged a large exhibition of environmental research projects from the World Heath Organisation.

Day 2: **Conference:** 37 Global environmental leaders, including Pulitzer and Nobel Prize winners, discussed important issues through a program of keynote, plenary panels and breakout sessions. The conference was simultaneously webcast to global research institutes. The management of so many high profile speakers took significant organization

Conference attendees registered online and were given collateral which all needed to be environmentally friendly. We found a manufacturer of conference bags from recycled plastic bottles which were highly effective. Speaker travel, accommodation and all speaker a/v support was managed by our office and a purpose built stage set was designed.

A large volunteer force was assembled to handle numerous aspects including a shadow host for each speaker.

Launch Gala: The kick-off was designed to relay and reinforce the key messages of the Institute and to emotionally engage guest with a 'feel-good' factor about their world – leaving guests keen to support the Nicholas Institute academically and financially.

Reinforcing that the Institute was an initiative of Duke University, the most recognized iconic symbol of the Duke - Cameron Stadium, home of Duke Basketball - was chosen as the location for the launch event. It was transformed into a reception hall, cocktail lounge and dinner venue through extensive draping and rigging for 500 guests.
The registration area is normally the ticket office for Cameron Stadium and was completely draped to cover the ticket office, keeping the 'Cameron Stadium' display to reinforce where they were entering.

DESIGN

Gala: The event design was created to deliver and reinforce the key messages of the Nicholas Institute for Environmental Policy Solution and to emotionally engage guests to encourage institutional and financial support for the Institute and for Duke, helping to achieve their outreach objectives.

Cameron Indoor Stadium, Duke's iconic basketball venue, was chosen as the location for the launch event to reinforce the Institute's ties to Duke. The space was completely transformed into a reception hall, cocktail lounge and dinner venue through extensive use of technology, draping, rigging, and wall and ceiling decor to create three dramatic self-contained locations to accommodate 500 guests.

Each area featured unique design concepts:

Entrance: The box office for ticket sales to Cameron Indoor Stadium served as the event registration area. The hall was completely draped to cover the basketball memorabilia and ticket office, but a stadium sign over the box office was lit and kept on display. The ceiling recess was color washed in Institute colors and its logo was projected on the floor as guests entered.

Reception: Cocktails made with organic juices and wines were served in the reception area. In fact, all of the food and beverages served were organically grown and presented in an innovate style reflecting greenery and nature. The progressive décor featured large live plant displays throughout the reception. Simple but elegant color washes appeared on the walls.

DESIGN

Gala Dinner: A full-length dividing wall rose on cue to reveal the stunning dining and presentation area in the stadium. Two 100' x 40' screens flanked the sides of the stadium, which were back projected with PGI scrollers of full-width images of nature and beautiful environmental scenes. Guests entered to moving clouds in blue skies with blue lighting effects on the ceiling drapes, walls and table lighting

Throughout the evening there were 15 different image changes including forests, deserts, oceans, the Grand Canyon, fall leaves, and underwater scenes of sharks, sea turtles and icebergs, each with each subtle image changes such as lighting and music altered to compliment the image. .

Tables: Tables were dressed with natural silk, and the centrepieces were a collection of live plants in recycled glass containers. Tables were planted with layers of earth and rocks, representative of the earths geological strata. Natural beeswax candles were placed amongst the plants, and the napkins were wrapped with natural straw holders.

Presentations: Six presentations were made at various points during the dinner, given by the Director of the Institute, the President and Provost of Duke University, the Institute's key benefactor, President George Bush Snr and US Senator Joe Lieberman

Catering: The challenge for the caterers was to deliver a menu which was predominantly organic and catered to a heavily vegetarian audience whilst being creative and high quality, commensurate with expectations of the corporate partners attending this important launch. The caterers had the additional challenge of delivering this menu from temporary kitchens located at the back of the basketball stadium.

MANAGEMENT

Concepts: The Event Producers discussed the objective and key messages and deliverables with the Dean and Director of the Nicholas Institute for Environmental Policy Solutions.

After establishing the objectives, an on-site planning meeting was organized with the design team, technical producer, caterer, and facilities managers to develop an outline concept within the budget.

The concept was approved by the client but needed to be adopted by both the Nicholas Institute Board and the Duke University Board. The Event Producer presented the concepts to both boards and they were adopted.

Development: We worked in tandem with the Institute to identify the speakers for the main conference and for the gala evening who would reinforce the vision of the Institute to the stakeholders. These were selected from environmental, academic and government backgrounds and the approach letters were written by us.

Careful speaker management was needed for such high profile environmentalists and though leaders. In addition to their travel and accommodation, we managed all speaker support and conference staging. We also managed travel and accommodation for key attendees for the Institute.

Each of the conference sessions was web-cast live to academic institutes around the globe.

For the gala, we worked with the Institute to develop a running order, key messages and scripts for the presenters. The last minute request for a video was a challenge for the production team.

The major donor to the Institute was consulted throughout the planning stages to guarantee his continual approval of the launch concepts.

The designers and technical producers were working with us and the Stadium staff to establish ways in which to deliver the concepts in the most cost effective manner and with minimum disruption to Cameron Stadium. As the venue had never been used in this way there was a significant amount of technical planning to ensure that the structures and projection angles worked.

The risk assessment and heath & safety departments of the University were involved at all stages of the planning and needed to sign off at numerous stages of production. Technical drawings and plans were submitted for approval continually during the planning process.

The budget was updated with the client at regular meetings, and a monthly conference call was held between the vendor companies to ensure production continuity.

MANAGEMENT

The launch was marketed through the media via strategically placed articles in the national press and via email and physical invitations to environmental, academic and government groups. We worked with the client's marketing department to develop an email marketing campaign and drafted copy for marketing materials and invitations.

Production administration was very tight as the concept was highly innovative and challenging, and needed to be managed with precision to ensure a smooth and impactful event. Many technical drawings and renderings were produced and a full storyboard for the evening was created.

Administration: During the planning process of a year, the Director of Development left the Institute and its Director search was not completed until 5 months before the launch. This necessitated the majority of the administration and direction of the launch being managed from our offices.

In addition to our work with the marketing department to develop an identity for the Institute an overall plan for the launch and conference, we developed an online registration system where we gathered key information on the attendees. To set up the on line registration system for the Institute we worked with university development to collate the invitation lists from numerous sources.

One key aspect was to develop an environmentally friendly process for implementing the launch where we demonstrated recycling and damage limitation processes. This included using recycled paper, no disposable products, organic produce for catering and décor, and extended to producing attendee bags made out of recycled plastic bottles.

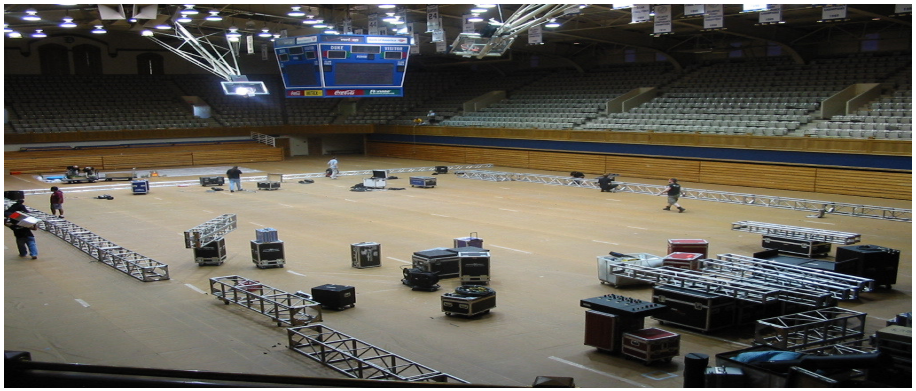
BUDGET

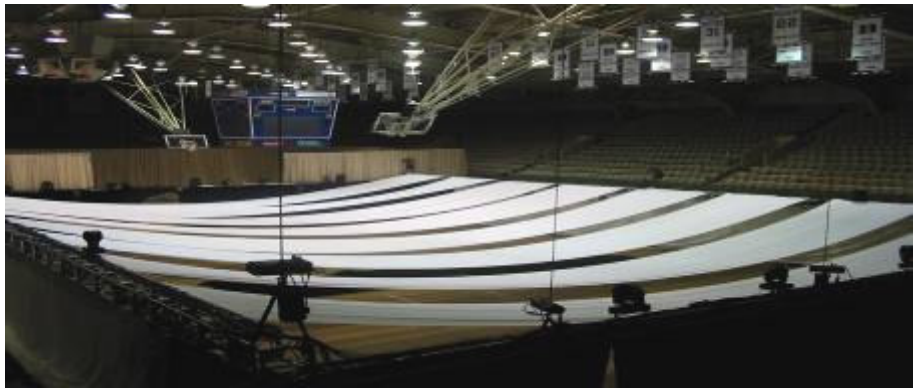
GENERAL COSTS			
DESCRIPTION	**NO'S**	**UNIT**	**TOTAL**
Marketing/Press Materials (estimated internal costs)			
Marketing material, stationery and invitations			5,000.00
Web based registration site - form design & maintenance			8,000.00
Miscellaneous			
Volunteer catering	50	40.00	2,000.00
Volunteer shirts	50	10.00	500.00
Pre-event registration management	500	10.50	5,250.00
Welcome reception & conference name tags and onsite registration management	350	10.00	3,500.00
Conference telephone phone line			2,300.00
Bus transportation - welcome reception, conference & gala			9,500.00
Rental cars			750.00
Branded registration desks at host hotel	2		300.00
Hotel porter gratuities			400.00
Golf carts			150.00
Staffing and production costs for all events			
Shipping - round-trip trucking of décor for event - includes driver travel costs, and travel expenses including fuel and tolls			9,100.00
Airfare for technical crew - ESTIMATE - round trip from Ft. Lauderdale to Durham, NC	15	455.00	6,825.00
Per diem for (15) crew @ $25 per person per day based upon (5) days - excludes onsite catering	75	32.50	2,437.50
Local trucking - rental of local transportation for crew and décor			1,600.00
Onsite crew catering/subsistence for 37 crew @ $40 per day based upon (5) days	185	40.00	7,400.00
Crew accommodation 14 rooms x (5) nights @ $120 per night	70	120.00	8,400.00
Liability			
Risk Assessment Document - Duke Risk Assessment Office		*Estimated*	1,500.00
Event Insurance - (Duke premium)		*Estimated*	1,500.00
Subtotal			**$76,412.50**
Administration fee @ 5%			$3,820.63
Total cost			**$80,233.13**

NICHOLAS INSTITUTE
FOR ENVIRONMENTAL POLICY SOLUTIONS
DUKE UNIVERSITY
Habitat &
Forestry Panel

NICHOLAS INSTI
FOR ENVIRONMENTAL POLICY SO
DUKE UNIVERS

ECONOMY





GALA
AWARD

The
Special
Event
2008
Conference: January 15-18, 2008 • Exhibit Hall: January 16-18, 2008
Georgia World Congress Center • Atlanta, Georgia

ABSOLUT

Judging process

- Pre judging over 3 days by Special Event Magazine Advisory Board

- Second round judging by Advisory Board at The Special Event Show.

2006 Gala Awards

Entry Form

GALA CATEGORIES *Check one:*

- ☐ 1. Best Fair/Festival
- ☐ 2. Best Invitation
- ☐ 3. Best Dining Table Design
- ☐ 4. Best Off-Premise Catered Event
- ☐ 5. Best Catered Event Produced by a Hotel Banquet Department
- ☐ 6. Best Fund-Raising Event *(Must include both gross and net money raised in U.S. dollars. Must include a budget; see Rule 3 below)*
- ☐ 7. Best Event Produced for a Nonprofit Organization *(Must include budget; see Rule 3 below)*

Best Wedding
(Category refers to ceremony and reception only; not multiple-day events. Budget must include RETAIL value of food & beverage, venue, decor, floral, entertainment, lighting, invitation, labor and installation costs. Do not include bridal party clothing, rings or honeymoon.)*

- ☐ 8. Budget Under $500 Per Guest
- ☐ 9. Budget $500 and Above Per Guest
- ☐ 10. Best Multiple-Day Incentive Event *(Applies to the program's theme events.)*
- ☐ 11. Best Multiple-Day Event Program for a Corporation or Association *(Refers to a sales meeting, training meeting, etc. Enter theme events in Best Multiple-Day Incentive Event above.)*
- ☐ 12. Best Event Staged in Multiple Locations *(Refers to an event that repeats in various locations within a short time frame.)*
- ☐ 13. Best Floral Design

Best Tent Installation

- ☐ 14. Tent Budget Under $75,000
- ☐ 15. Tent Budget $75,000 and Above *(Budget includes structural elements, such as subflooring, but not decor elements, such as carpeting.)*
- ☐ 16. Best Use of Lighting
- ☐ 17. Best Achievement in Technical Support *(To be entered by any company directly responsible for the execution of all of the event: rigging, audiovisual, power distribution, etc.)*
- ☐ 18. Best Achievement in Logistics *(Applies to overall challenges faced during preproduction.)*
- ☐ 19. Best Achievement in Event Rental Support *(To be entered by a fulltime event rental firm.)*
- ☐ 20. Best New, Innovative Event Product/Technology *(Must provide documentation that the entry was used at an event FOR THE FIRST TIME between Sept. 1, 2005, and Aug. 31, 2006.)*

Best Event Entertainment Concept and Execution
(Entertainment booked and produced to complement a theme. Must include RETAIL entertainment budget breakdown. Do not enter entertainment available to the public on an ongoing basis. Judges will consider the performance alone unless you indicate that you won technical aspects of the production—such as lighting, staging, special effects—to be considered as well. If so, these elements must be included in your budget.)*

- ☐ 21. Entertainment Budget Under $25,000
- ☐ 22. Entertainment Budget $25,000 to $100,000
- ☐ 23. Entertainment Budget Above $100,000
- ☐ 24. Most Outstanding Spectacle *(An event with more than 5,000 attendees.)*

Best Event Produced for a Private Individual
(Do not enter weddings here; enter weddings categories above. Budget includes RETAIL value of invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, invitation, planner's fee, transportation, etc. For a budget template, visit specialevents.com/gala_awards.)*

- ☐ 25. Budget Under $500 Per Guest
- ☐ 26. Budget $500 and Above Per Guest
- ☐ 27. Best Event Marketing Campaign *(Entries should include complete documentation of event implementation and demonstrate how the campaign served the client's marketing needs.)*
- ☐ 28. Best Theatrical Entertainment Production *(A choreographed stage show for an event. Do not enter entertainment available to the public on an ongoing basis.)*

Best Theme Decor
(Include RETAIL design/decor/lighting budget breakdown.)*

- ☐ 29. Total Decor Budget Under $20,000
- ☐ 30. Total Decor Budget $20,000 to $50,000
- ☐ 31. Total Decor Budget Above $50,000

Best Event Produced for a Corporation or Association
(Refers to a single event; enter multiple-day events in multiple-day event categories, above. Include wherever possible the RETAIL budget breakdown for the entire event: invitation, décor, food & beverage, labor, entertainment, sound, lighting, venue, invitation, planner's fee, transportation, etc. For a budget template, visit specialevents.com/gala_awards.)*

- ☐ 32. Overall Budget Under $100,000
- ☐ 33. Overall Budget $100,000 to $249,999
- ☐ 34. Overall Budget $250,000 to $500,000
- ☐ 35. Overall Budget Above $500,000

*Retail refers to the amount that the client would normally be billed, including the planner's fee or percentage thereof based on services provided. See Rule 3.

OFFICE USE ONLY
Entry Number _____
Check Number _____

Contact Name _____ Company Name _____
Address _____
City _____ State/Province _____ ZIP/Province Code _____ Country _____
Phone (____) _____ Fax (____) _____ E-mail _____
Name of This Event _____ Client Company Name _____
Client Contact Name _____ Client Phone (____) _____ Client E-mail _____
(If you are a nominee, this person may be contacted to verify your entry if you have not included a client referral letter. Entry form without this information will be disqualified.)

☐ **JOINT ENTRY:** Please include COMPLETE name and contact information as requested below for **ONE** joint entrant:

Contact Name _____ Company Name _____
Address _____
City _____ State/Province _____ ZIP/Province Code _____ Country _____
Phone (____) _____ Fax (____) _____ E-mail _____

Entry fee is $75 if received by Sept. 8. (Late-delivery option: The fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.) Please enclose a separate check for EACH entry.

PLEASE NOTE: Special Events Magazine does its best to ensure the validity of entries. *However, it is not responsible for misrepresentation of an event by its producers or vendors.*

PREPARING YOUR ENTRY

THE FOUR QUESTIONS

These Four Questions must be answered for each entry. In no more than 1,000 words, please tell us:

1) What were the objectives of this event, and how were they met?

2) What challenges arose and how were they overcome?

3) How was the event unique, distinctive and well executed? Give specific examples.

4) What other vendor companies worked as members of your production team, and what were their contributions?

Outline and answer these questions on a separate sheet of paper. Do not exceed 1,000 words total for the first three questions. The vendor list does not count in your 1,000 word total.

THE DESCRIPTION

Directly following the Four Questions, insert your 1,000-word (approximately) detailed event description—**including the event date and number of guests**—or service. Tailor your description to the category you are entering. For example, if you are entering Best Achievement in Technical Support, don't submit the same description you wrote for Most Outstanding Spectacle.

THE BINDER

Every event you enter **MUST** be submitted in its own separate binder! *All photos/forms/written descriptions must be easily removable from the binder. Do not glue photos to pages.*

Send your entry to:
Special Events Magazine
The Gala Awards
17383 Sunset Blvd., Suite A220
Pacific Palisades, CA 90272, USA

Each entry must be in our offices by Sept. 8, 2006, in order to qualify for judging. Hand-delivered entries will be accepted until 4 p.m. on that date. (Late-delivery option: The fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.)

PLEASE NOTE: Entries become the property of *Special Events Magazine* and WILL NOT be returned under any circumstances.

GALA ENTRY CHECKLIST

Be careful; failure to obey these rules means the judges will deduct points from or even disqualify your entry!

- ☐ Did you put your entry in a plain ring binder? No spiral binders.
- ☐ Did you include required elements in the proper order? (See Rule 1.)
- ☐ Did you include **two copies** of the entry form? **Do not enclose the entry form in a sleeve of any kind.**
- ☐ Did you include at least TWO color photographs, slides or 300 dpi JPEG or TIFF images on CD or diskette **plus printouts?** (Additional photos and photocopies are welcome and given weight by judges. **Photocopies sent WITHOUT at least two digital images or two original prints will disqualify your entry.**)
- ☐ Did you include client contact information?
- ☐ Did you include a budget in categories specifying a budget?
- ☐ Did you include the **value of inventory and donated items** in the final budget figures?
- ☐ Does your budget include the planner's fee?
- ☐ Did you answer the Four Questions?

ENTRY DEADLINE: SEPTEMBER 8, 2006

(Late-delivery option: The fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.)

Download this form and see tips on entering at specialevents.com

RULES *Please read carefully.*

1. Each entry must include—in this order—a check and a photocopy of the check for all entries; two copies of the completed official entry form; a 200-word synopsis of the event or service (to be used as a description at the Gala Awards if you are a nominee); answers to the Four Questions (1,000 words total maximum, not counting the vendor list); a description (1,000 words maximum) of the event; at least two or more photos, transparencies, or 300 dpi JPEG or TIFF images (at least 2" by 5") on CD or diskette (no e-mails) plus printouts; a budget breakdown (where applicable); and a referral letter and contact information.

2. The referral letter should be from the client or vendor who contracted you or your company. It must state that you met the requirements of the job and that the client or vendor was pleased with the work done.

3. All budgets submitted must be *retail* (the amount the client would normally be billed, including planner's fee or percentage thereof depending on services provided). All categories defined by a budget MUST be accompanied by a budgetary breakdown of all aspects of the event or risk disqualification. **Budgets must include the retail value of all items used, including donations and inventory. For a budget template, visit special events.com/gala_awards.**

4. In all categories, videos or DVDS may be may be submitted IN ADDITION TO the required photos. Videos are MANDATORY if you are entering Best Event Entertainment Concept and Execution, and Best Theatrical Entertainment Production. All videos submitted MUST be edited to run a maximum of 10 minutes and must be in NTSC VHS format. Videos must be labeled with the event name and your company name.

5. To qualify for the 2006 Gala Awards, the event must have taken place between Sept. 1, 2005, and Aug. 31, 2006. Events that take place after Aug. 31, 2006, can be submitted for the 2007 Gala Awards.

6. A company or individual may enter an event in more than one category. A separate binder, photos, entry form, fee and description that fits the category MUST be submitted with each entry.

7. ENTRIES MUST BE SUBMITTED IN PLAIN, ring notebooks or binders, approximately 12 inches tall and 10 inches wide. **PHOTOS, VIDEOCASSETTES, CDs AND FLOPPY DISKS MUST BE SECURED IN SLEEVES.** Do not tuck items into binder pocket. Oversize binders or containers WILL BE DISCARDED before judging.

8. The categories entered must correspond directly with the work that was done. For example, if you enter Best Floral Design, you must be the designer, not the contractor. A joint entry is possible, but *Special Events Magazine* reserves the right to verify responsibility.

9. ENTRIES WILL NOT BE RETURNED! All material submitted to *Special Events Magazine* becomes the property of the magazine—no exceptions.

10. *Special Events Magazine* reserves the right to change the category of an entry to avoid incorrect classification.

11. The nominees in each category will be notified after Nov. 15, 2006.

12. Awards will be presented at The Special Event 2007 in Los Angeles. Transportation to and from The Special Event and admission to the awards ceremony are the sole responsibility of the contest nominees.

13. In October, members of the *Special Events Magazine* Advisory Board will review all entries using the Four Questions as criteria to select nominees—usually three—in each category. At The Special Event 2007, members of the board will review the nominees to select the winner in each category. All decisions are final.

14. PLEASE NOTE: Each entry is $75 if received by Sept. 8. (Late-delivery option: the fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.) Checks may be made payable to Special Events Magazine. Please enclose a separate check for each entry. To pay by credit card, please download a creditcard form from our Web site, specialevents.com/gala_awards.

15. INELIGIBLE ENTRIES: Head producers of events from The Special Event 2006 may not enter the Gala Awards; however, supporting vendors are eligible to enter their work from The Special Event. Due to laws in their states, the Gala Awards cannot accept entries from residents of Arizona or Vermont.

GALA CATEGORIES *Check one:*

- ❑ **1. Best Fair/Festival**
- ❑ **2. Best Invitation**
- ❑ **3. Best Dining Table Design**
- ❑ **4. Best Off-Premise Catered Event**
- ❑ **5. Best Catered Event Produced by a Hotel Banquet Department**
- ❑ **6. Best Fund-Raising Event**
  (Must include both gross and net money raised, in U.S. dollars. Must include a budget; see Rule 3 below)
- ❑ **7. Best Event Produced for a Nonprofit Organization**
  (Must include a budget; see Rule 3 below)

Best Wedding

*(Category refers to ceremony and reception only, not multiple-day events. Budgets must include **RETAIL*** value of food & beverage, venue, decor, floral, entertainment, lighting, invitations, labor and installation costs. Do not include bridal party clothing, rings or honeymoon.)*

- ❑ **8. Budget Under $500 Per Guest**
- ❑ **9. Budget $500 and Above Per Guest**
- ❑ **10. Best Multiple-Day Incentive Event**
  (Applies to the program's theme events.)
- ❑ **11. Best Multiple-Day Event Program for a Corporation or Association**
  (Refers to a sales meeting, training meeting, etc. Enter incentive events in Best Multiple-Day Incentive Event, above.)
- ❑ **12. Best Event Staged in Multiple Locations**
  (Refers to an event that repeats in various locations within a short time frame.)
- ❑ **13. Best Floral Design**

Best Tent Installation

- ❑ **14. Tent Budget Under $75,000**
- ❑ **15. Tent Budget $75,000 and Above**
  (Budget includes structural elements, such as sub-flooring, but not decor elements, such as carpeting.)
- ❑ **16. Best Use of Lighting**
- ❑ **17. Best Achievement in Technical Support**
  (To be entered by any company directly responsible for the structural shell of the event: rigging, audiovisual, power distribution, etc.)
- ❑ **18. Best Achievement in Logistics**
  (Applies to overall challenges faced during pre-production.)
- ❑ **19. Best Achievement in Event Rental Support**
  (To be entered by a full-line event rental firm.)
- ❑ **20. Best New, Innovative Event Product/Technology**
  (Must provide documentation that the entry was used at an event FOR THE FIRST TIME between Sept. 1, 2005, and Aug. 31, 2006.)

Best Event Entertainment Concept and Execution

*(Entertainment booked and produced to complement a theme. Must include **RETAIL*** entertainment budget breakdown. Do not enter entertainment available to the public on an ongoing basis. Judges will consider the performance alone unless you indicate that you wish technical aspects of the production—such as lighting, staging, special effects—to be considered as well; if so, these elements must be included in your budget.)*

- ❑ **21. Entertainment Budget Under $25,000**
- ❑ **22. Entertainment Budget $25,000 to $100,000**
- ❑ **23. Entertainment Budget Above $100,000**
- ❑ **24. Most Outstanding Spectacle**
  (An event with more than 5,000 attendees.)

Best Event Produced for a Private Individual

*(Do not enter weddings here; enter in weddings categories, above. Include the **RETAIL*** value of invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc. For a budget template, visit specialevents.com/gala_awards.*

- ❑ **25. Budget Under $500 Per Guest**
- ❑ **26. Budget $500 and Above Per Guest**
- ❑ **27. Best Event Marketing Campaign**
  (Entries should include complete documentation of event implementation and demonstrate how the campaign served the client's marketing needs.)
- ❑ **28. Best Theatrical Entertainment Production**
  (A choreographed stage show for an event. Do not enter entertainment available to the public on an ongoing basis.)

Best Theme Decor

*(Include **RETAIL*** design/decor/lighting budget breakdown.)*

- ❑ **29. Total Decor Budget Under $20,000**
- ❑ **30. Total Decor Budget $20,000 to $50,000**
- ❑ **31. Total Decor Budget Above $50,000**

Best Event Produced for a Corporation or Association

*(Refers to a single event; enter multiple-day events in multiple-day event categories, above. Include wherever possible the **RETAIL*** budget breakdown for the entire event: invitation, decor, food & beverage, labor, entertainment, sound, lighting, venue, installation, planner's fee, transportation, etc. For a budget template, visit specialevents.com/gala_awards.)*

- ❑ **32. Overall Budget Under $100,000**
- ❑ **33. Overall Budget $100,000 to $249,999**
- ❑ **34. Overall Budget $250,000 to $500,000**
- ❑ **35. Overall Budget Above $500,000**

***Retail** refers to the amount that the client would normally be billed, including the planner's fee or percentage thereof based on services provided. See Rule 3.

OFFICE USE ONLY

Entry Number _____

Check Number _____

PREPARING YOUR ENTRY

THE FOUR QUESTIONS

These Four Questions must be answered for each entry. In no more than 1,000 words, please tell us:

1) What were the objectives of this event, and how were they met?

2) What challenges arose and how were they overcome?

3) How was the event unique, distinctive and well executed? Give specific examples.

4) What other vendor companies worked as members of your production team, and what were their contributions?

Outline and answer these questions on a separate sheet of paper. Do not exceed 1,000 words total for the first three questions. The vendor list *does not* count in your 1,000 word total.

THE DESCRIPTION

Directly following the Four Questions, insert your 1,000-word (approximately) detailed event description—**including the event date and number of guests**—or service. Tailor your description to the category you are entering. For example, if you are entering Best Achievement in Technical Support, don't submit the same description you wrote for Most Outstanding Spectacle.

THE BINDER

Every event you enter **MUST** be submitted in its own separate binder! *All photos/forms/written descriptions must be easily removable from the binder. Do not glue photos to pages.*

Send your entry to:
Special Events Magazine
The Gala Awards
17383 Sunset Blvd., Suite A220
Pacific Palisades, CA 90272, USA

Each entry must be in our offices by Sept. 8, 2006, in order to qualify for judging. Hand-delivered entries will be accepted until 4 p.m. on that date. (Late-delivery option: The fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.)

PLEASE NOTE: Entries become the property of *Special Events Magazine* and WILL NOT be returned under any circumstances.

GALA ENTRY CHECKLIST

Be careful; failure to obey these rules means the judges will deduct points from or even disqualify your entry!

- ❑ Did you put your entry in a *plain* ring binder? No spiral binders.
- ❑ Did you include required elements in the proper order? (See Rule 1.)
- ❑ Did you include **two copies** of the entry form? **Do not enclose the entry form in a sleeve of any kind.**
- ❑ Did you include at least TWO color photographs, slides or 300 dpi JPEG or TIFF images on CD or diskette **plus printouts**? (Additional photos and photocopies are welcome and given weight by judges. **Photocopies sent WITHOUT at least two digital images or two original prints will disqualify your entry.**)
- ❑ Did you include client contact information?
- ❑ Did you include a budget in categories specifying a budget?
- ❑ Did you include the **value of inventory and donated items** in the final budget figures?
- ❑ Does your budget include the planner's fee?
- ❑ Did you answer the Four Questions?

ENTRY DEADLINE: SEPTEMBER 8, 2006

(Late-delivery option: The fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.)

Download this form and see tips on entering at specialevents.com

RULES Please read carefully.

1. Each entry must include—in this order—a check *and a photocopy of the check* for all entries; two copies of the completed official entry form; a 100-word synopsis of the event or service (to be used as a description at the Gala Awards if you are a nominee); answers to the Four Questions (1,000 words total maximum, not counting the vendor list); a description (1,000 words maximum) of the event; at least two or more photos, transparencies, or 300 dpi JPEG or TIFF images (at least 3" by 5") on CD or diskette (no e-mails) plus printouts; a budget breakdown (where applicable); and a referral letter and contact information.

2. The referral letter should be from the client or vendor who contracted you or your company. It must state that you met the requirements of the job and that the client or vendor was pleased with the work done.

3. All budgets submitted must be *retail* (the amount the client would normally be billed, including planner's fee or percentage thereof depending on services provided). All categories defined by a budget MUST be accompanied by a budgetary breakdown of all aspects of the event or risk disqualification. **Budgets must include the retail value of all items used, including donations and inventory. For a budget template, visit specialevents.com/gala_awards.**

4. In all categories, videos or DVDS may be may be submitted IN ADDITION TO the required photos. Videos are MANDATORY if you are entering Best Event Entertainment Concept and Execution, and Best Theatrical Entertainment Production. All videos submitted MUST be edited to run a maximum of 10 minutes and must be in NTSC VHS format. Videos must be labeled with the event name and your company name.

5. To qualify for the 2006 Gala Awards, the event must have taken place between Sept. 1, 2005, and Aug. 31, 2006. Events that take place after Aug. 31, 2006, can be submitted for the 2007 Gala Awards.

6. A company or individual may enter an event in more than one category. A separate binder, photos, entry form, fee and description that fits the category MUST be submitted with each entry.

7. ENTRIES MUST BE SUBMITTED IN PLAIN, ring notebooks or binders, approximately 12 inches tall and 10 inches wide. **PHOTOS, VIDEOCASSETTES, CDs AND FLOPPY DISKS MUST BE SECURED IN SLEEVES.** Do not tuck items into binder pocket. Oversize binders or containers WILL BE DISCARDED before judging.

8. The categories entered must correspond directly with the work that was done. For example, if you enter Best Floral Design, you must be the designer, not the contractor. A joint entry is possible, but *Special Events Magazine* reserves the right to verify responsibility.

9. BINDERS WILL NOT BE RETURNED! All material submitted to *Special Events Magazine* becomes the property of the magazine—***no exceptions.***

10. *Special Events Magazine* reserves the right to change the category of an entry to avoid incorrect classification.

11. The nominees in each category will be notified after Nov. 15, 2006.

12. Awards will be presented at The Special Event 2007 in Los Angeles. Transportation to and from The Special Event and admission to the awards ceremony are the sole responsibility of the contest nominees.

13. In October, members of the *Special Events Magazine* Advisory Board will review all entries using the Four Questions as criteria to select nominees—usually three—in each category. At The Special Event 2007, members of the board will review the nominees to select the winner in each category. All decisions are final.

14. PLEASE NOTE: Each entry is $75 if received by Sept. 8. (late-delivery option: the fee is $100 if the entry is received by Sept. 15 by 4 p.m. Pacific Time.) Checks may be made payable to *Special Events Magazine*. Please enclose a separate check for each entry. To pay by credit card, please download a credit-card form from our Web site, specialevents.com/gala_awards.

15. INELIGIBLE ENTRIES: Head producers of events from The Special Event 2006 may not enter the Gala Awards; however, supporting vendors are eligible to enter their work from The Special Event. Due to laws in their states, the Gala Awards cannot accept entries from residents of Arizona or Vermont.

- Submit in plain, standard size notebooks…….

- However, it doesn’t have to be boring…..

CASE COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

CASE Circle of Excellence Awards

recognize outstanding efforts in institutional advancement. This international awards program is open to all CASE members worldwide and provides an opportunity to showcase your most innovative, exciting, and effective programs and projects. With more than 35 categories—from fundraising efforts and alumni relations projects to publication/Web design and advancement services programs

2008 Circle of Excellence

entry information available online

January 14th.

www.case.org

Submission Deadline:

March 1, 2008

Most relevant categories for event producers

Advancement Services
&
Alumni Relations Programs

Alumni Relations Programs - 2007 Winners

Overall Grand Gold Medal Winner:
Villanova University School of Law - Minority Alumni Society – "Why Diversity Matters" Program

1A: Volunteer Engagement and Leadership
FiveEntries
No Winners

1B: Alumni Programs
17 Entries
Gold Medal Winner:
Tufts University – Tufts World Day
Silver Medal Winner:
Georgia Tech Alumni Association – Alumni Career Fair and Conference
Silver Medal Winner:
Upper Canada College – Common ties Mentorship Program

1D: Collaborative Programs
10 Entries
Bronze Medal Winner:
Florida International University – Commencement Grad Send-Off Event

1E: New Program Initiatives
17 Entries
Gold Medal Winner:
Villanova University School of Law – Minority Alumni Society – "Why Diversity Matters" Program

1F: Student Alumni Initiatives
Six Entries
Silver Medal Winner:
University of Missouri/Mizzou Alumni Association – Mizzou '39

1G: Technology Applications
Six Entries
Bronze Medal Winner:
University of North Carolina General Alumni Association – Student Member Scanner Technology

Advancement Services Programs – 2007 Winners
22 Entries

3B: Gift/Bio Administration, Compliance, and Ethics
Bronze Medal Winner:
University of Colorado Foundation – Electronic Desktop Deposit

3C: Donor Relations/Customer Service
Gold Medal Winners:
University of California, Berkeley – Endowment Financial Reporting
University of California, Irvine – "Our Best Prospects Are Our Well-Stewarded Donors"

Silver Medal Winner:
Tufts University – "You Make It Happen"

Bronze Medal Winners:
Oakland University – The One Stop Endowment Shop
St. Edward's University – Activity Reports

3D: Information Systems
Silver Medal Winner:
McMaster University – Performance Management Report

3E: Prospect Research
Bronze Medal Winner:
University of Colorado Foundation – Research Services

3F: Other Programs
Silver Medal Winner:
Rollins College – Training on Demand

- Ensure that entry is in the right category
- Keep word counts to correct amount
- Include a budget if required
- For ESPRITS, do not include your company name…. instant disqualification!
- Lots of glorious photographs
- Make sure binders will stay together
- Include referral letter and client contact details
- DVD/Videos should be submitted in NTSC not PAL

Sally Webb
The Special Event Company