



Event Production of the Year

The "Event Production of the Year" award recognizes outstanding achievement in the overall event planning and production of a catered event by on and off-premise caterers, event planners, facility venue managers, and institutions producing such events as parties, banquets, award ceremonies, fundraisers, festivals, sporting events, conventions and expositions, but excluding weddings (see Wedding of the Year award).

Section 1: Elements Statement - 15 points; 1,000 words maximum

Summary of the event, including theme, goals and objectives of the client and number of attendees.

Entry will be judged on how well the event met the purpose, theme, goals and objectives of the client, and the different, unique or creative qualities which elevated the event to this level.

Section 2: Event Planning and Venue - Maximum total of 40 points

- Provide overall event planning timeline - Detailed 'day of' timeline need not be included, see next question. 10 points
- Provide detailed 'day of' timeline - 10 points
- Explanation of Budget: Discuss actual revenue and expense -10 points; 1,000 words maximum
 - o What was the total budget for event?
 - o What was the per person cost for this event?
 - o What did the client actually spend with your company on the part of the event for which you were contracted?
 - o What did the client pay other vendors for- rentals, and ancillary services that contributed to the production of the event?
 - o Include the retail value of any donated in-kind goods or services.
- Describe venue/event site: Include location, description of venue, and unusual/unique challenges presented by the site - 10 points, 1,000 words maximum

Section 3: Food & Beverage Service - 10 points total

- Describe food and beverage in terms of color, texture, flavor, and presentation and how these elements coordinated with/supported/enhanced the event production. 5 points; 2,000 words maximum
- Describe the service design, food station design, and any staff costumes, interactive participation, or other unique service features that contributed to or were impacted by the event production. 5 points; 2,000 words maximum

Section 4: Event Execution - 15 points total

- Describe the decor used at this event. Include floral, linens, props, balloons, printed materials, etc. 5 points - 1,000 word maximum
- Describe any unique support elements used including special effects, A/V, tenting, lighting, or staging. 5 points; 1,000 words maximum
- Describe the entertainment, including any unique aspects that made this event stand out. 5 points; 1,000 words maximum



Section 5: Collateral Material - 20 points

Attach up to 15 photos and/or files to show your work. Food displays, beverage displays, menu items, floor plan/diagram, room shots, table presentations, decor, print materials, invitations, marketing materials, client-authored thank you letters, etc. One-page 8.5x11" collages accepted, but NOT multiple page collages. Videos are permissible.

Should you or this person win this award, please provide us with comments you would like to share with the audience about yourself or this person.

Please provide us with what information should be listed on the award plate.

Photo of the nominee (in a .jpeg format)

All materials must be submitted via email to maria@brianphillipsphoto.com by Monday, April 1, 2019.