



## **IFEA/Haas & Wilkerson Pinnacle Awards Frequently Asked Questions**

### **Q: When you ask for entries in the original format, what does that apply to?**

A: This mainly applies to the printed materials categories. i.e. – your Event Program, Promotional Brochure, Poster, Single Newspaper Display Ad, etc. We'd like to see the original formats for those as we'd like to see how they were printed and used. For Categories such as Best Environmental Program, Best Media Relations Campaign – Best New Event – what we term as "the notebook categories" – you don't necessarily have to have the original format for all of your supporting documentation – i.e. the press releases don't have to be in the original format as we understand it's difficult to clip all those releases! However, if say in the Best Volunteer Program category – you have a Volunteer Handbook that you provide – please provide that in its original format – the same goes for other categories where something like that is provided – so we can see what you use and what format.

### **Q: In regards to the merchandise entries – do we have to send in the actual merchandise item?**

A: Yes, that is the preferred format the judges like to see the merchandise entries. Believe it or not, the judges actually not only look at the items, but they touch, feel, open, play with and even try on the merchandise! So, you can see why they like the actual item being present! However, we know that is not always possible. In some cases, a photo of the item is allowed. Please contact Nia Hovde at [nia@ifea.com](mailto:nia@ifea.com) if you have questions on this and we will do our best to accommodate.

### **Q: How do I know what budget level to enter my festival/event?**

A: That is a very popular question. The budget levels are based on the organizations event expense budget. If you are a large Festival/Event that occurs only once during the year (but perhaps has many smaller events within the same larger event) you would enter your entries based on what the event budget it for that overall larger event. The Pinnacle budget level in this case most likely would be the same for each of your entries. If you are an organization that has many events throughout the year, each separate from the other, you would enter your entries base on what the event budget is for each individual event. The Pinnacle budget level in this case would vary for each event that you enter.

### **Q: On the entry form, what do I put in Section 2 – for Name of Program?**

A: Well, as each category gets more specific about elements of your festival, the more specific the entry form becomes. In Section 1 of the entry form, you already list your organization name. Section 2 gets more specific. If your event name is different from your Organization name, you'll list the name of your event on the Event Name line. And then if you're entering a certain element of that specific event or are referring to a sponsor/vendor etc. for that specific event, that goes on the Name of Program line in Section 2. So – for example, the International Festivals & Events Association is the name of our Organization. The Annual Convention & Expo is the name of our event. And the IFEA/Haas & Wilkerson Pinnacle Awards Presentation (where you receive your awards!) is the name of the Program and Sponsor in this case. All in all – we're just trying to make sure your organization, event and specific program or sponsors all receive the correct credit for any award you may win, instead of just listing the name of your organization for every award.

### **Q: For categories that require a link to be submitted, how long should the links remain active?**

A: Even though you may be submitting your entries in June/July – the judging doesn't take place until August. And then even after the judging takes place, there is a lot of preparation work that takes place after the judging to get the materials ready for the Awards Presentation and posting the necessary information online. So, if all links can remain active until October of the year they are entered, that would be ideal.

### **Q: For categories that require a link to be submitted, what is the preferred method to receive those links?**

A: We are fine with links being entered on the entry form, but if possible please type the link on the form so we can clearly read the link. Additionally, be sure to use a font that clearly distinguishes between the number "1", a lowercase



“L” and an upper case “i” . . otherwise it could look like this, l l l. Tahoma is usually good ... 1, l, I. The correct font makes the difference between your link working and not working!

**Q: What do you mean when you say, please provide entries in a 'notebook' or 'bound format'?**

A: Categories 1, 40-69 are all categories that require a lot of written information and supporting documentation to be provided. In order for that information to arrive in the order you intended it to be viewed by the judges, we ask that you bind your materials in some way. You can use a 3-ring binder; you can spiral bind the entry; or you can actually bind the materials like a book. This is to protect the entry and make sure it stays in the order and condition you sent it.

**Q: It looks like there's more requirements for some categories . . what specifically do I need to answer for categories 1, 40-69?**

A: These categories do have a lot of requirements. This is to ensure each entry is able to fully represent the specific category area and the judges are able to have a full understanding of your specific program, based on what you enter. Each element listed for each category is a required element so the judges can easily and fairly compare one entry against another based on the information provided. As you can see, all the categories are listed on the left side of each page of the brochure. Any information and requirements needed for each category or group of categories is listed on the right side of each page. And then any additional information needed for each specific category (on top of what is asked for on the right side of the page) will be listed under that specific category on the left side of the page (if applicable.) This information is unique to that specific category. Be sure to provide any necessary information listed on the right side under the requirements section in addition to this information listed under each specific category.

**Q: Referring to Categories 1 and 40-69 – what order should I put my entry together?**

A: The best and easiest way to put your entry together is to list everything in the order it has been asked. 1, 2, 3 . . a, b, c! Simply just list the required item you are addressing and then provide your answer/information/materials etc. The judges are looking at many entries during the day, so if they have to search for the answers to the required information, it does not make for a happy judge!! The easier you make it for the judges to find the information to the required information, the better.

**Q: For the more in-depth entries that need to be provided in notebooks – do I have to answer or provide information for all the criteria and requirements listed under the category?**

A: YES! We list the criteria and requirements for a reason – as that's the information the judges are looking for – and that's what they're judging your entry against another event's entry. If you miss something out that we've asked for, you'll be docked points from your entry. So be sure not to skip or miss any elements for any specific category.

**Q: Referring to the above question, what if something in a specific category that is required, either does not apply to our event, or we are unable to provide the information required?**

A: SAY SO! If you skip a specific required section completely – we'll just think you skipped the section. We won't know it doesn't apply to you or you don't have the information. If it doesn't apply to you or you don't have the information available – let us know that and why. Then you won't be marked down. It's little things like this that make the difference between the Gold winners and the Silver and Bronze . . or not winning anything at all – so be sure to address everything that is required.

**Q: Certain entries ask for our event budget or sponsor dollar information; however, we aren't able to reveal certain elements of that information as it is not public knowledge. How can I answer the required information if I'm not able to provide it?**

A: Same answer as the question above – SAY SO! Just let us know you can't reveal the information and why. Provide as much information as you can – but we understand that not every detail of your financial information can be revealed so let us know that.



**Q: On certain entries, it says we can only provide 5 examples of supporting materials . . . how can I possibly only provide 5 examples!?**

A: It can be done – really! The judges don't need to see every single press clipping you've ever had published – or every ad or radio spot that has ever run. They want to see the VERY best of your work that makes you look as great as we know you are! If you've got hundreds of examples of things you want the judges to know about – just write that down. i.e.: Here's our 5 best press clippings, ads, promos etc. – and in addition to these examples, we had "X" amount of stories run in "X" amount of publications from "X" date to "X" date. They'll get the idea! Quality vs. Quantity! . . . Less really is more!!!

**Q: Why do we need to provide certain entries a thumb drive?**

A: There has been increasing demand to view the winning entries of the Pinnacle Awards. That's easy to do with things like the merchandise and print materials that we take photos of, but for entries that are submitted in written format and are multiple pages in a 'bound format' – it's a bit more difficult. We'd love to say we'd scan all the winners in so they can be posted immediately online – but you know how big your entries are . . . we'd be still scanning! So to save time and resources, we ask that you provide categories 1, 40-69 also on a thumbdrive, so we can post the winning entries online after they are announced. Please try to make your entry 1 (one) Word or PDF document (as opposed to multiple documents for one entry.) As we are posting these entries online, the more information you can include in that main document the better as we won't be posting any supporting materials that you provide.

**Q: Referring to the certain entries that need to be saved on thumb drive, am I able to save all of the entries I'm submitting on thumb drive, instead of saving each individually?**

A: YES – it is actually preferred to save them all on one thumb drive. Please label the Thumb Drive clearly and attach it to your final payment form so it is easy to find once your entries are received.

**Q: Are we able to enter the same event into multiple categories?**

A: YES – of course you can! Just make sure you check the different requirements you're entering for the different categories. Not all categories have the same requirements, so remember to change things up. Also – remember that each will be a separate entry and require a separate entry fee and entry form for each.

**Q: Are we able to enter multiple items (that are different) in the same category, for the same event?**

A: YES – of course you can! Everyone has different versions of their t-shirts – hats - promotional items etc. So yes, if you have more than one – up your odds and enter them all! But again, remember that each will be a separate entry and require a separate entry fee and entry form for each.

**Q: I'm not a member of the IFEA, am I still able to enter?**

A: Yes you can. However there is a slightly higher entry rate for non-members to enter the Pinnacle Awards. If you're entering multiple entries, you may want to look into what the difference between the member/non-member Pinnacle rates would be - and perhaps just join the association so you can get the Member Pinnacle Rates. For membership information, just contact Beth Petersen, Director of Member Services at [beth@ifea.com](mailto:beth@ifea.com).

**Q: Can I pay for my entries via a wire transfer?**

A: The preferred method of payment is either via Check (in USD) or by Credit Card. Wire transfers are possible, however there is a \$30 USD fee associated with this method of payment, in addition to your Pinnacle entry fees. If you would like to pay by wire transfer, please contact Nia Hovde at [nia@ifea.com](mailto:nia@ifea.com) to coordinate the details or to determine an alternate method of payment.

**Q: How are the Pinnacle Award Entries Judged?**

A: Entries are grouped into their main category areas (TV, Radio, Multi-Media, Print, Sponsorship, Critical Component, Merchandise, Grand Pinnacle etc.) and a group of 2-3 judges assigned to the specific category areas will go through the



judging process, each looking thoroughly at each individual entry. Each judge only judges their specific category area of entries, and will not view entries in any other category area.

Judges base their decisions on the specific criteria and requirements that have been asked for, for each category. Entries must meet all the requirements needed for each specific entry. If something within those requirements has not been met, points are deducted. All of these requirements are based on the overall criteria for each entry. If anything in the criteria has not been met, points are deducted.

Each and every event that enters the Pinnacle competition is completely different from the other, no two are alike, therefore no two entries are alike. So it's quite difficult to judge one against the other. Each festival & event's interpretation of the specific requirements that are asked for is different from the other. So it becomes the subjective opinion of the judges to determine if that festival or event has met the requirements based on the criteria and their experience and expertise in the festivals & events industry and their knowledge of that requirement area.

When there are usually 2-3 judges reviewing each entry, one judge's subjective opinion may be completely different from another's, therefore one entry may score higher with one judge and lower with another. Because of this, we do not solely rely on the points scored to determine the winning entries but instead use them to assist the judges to narrow down the field of entries. At that point, the judging is completely subjective. The judges go to great lengths to discuss each entry, again based on their experience and expertise in the festivals & events industry, to determine the Gold, Silver and Bronze winners.

**Q: Why do you not publish the points awarded for each entry in the list of winning entries?**

A: We do not publish the points that have been awarded to each entry during the judging process by each judge because based on the subjective discussion of each entry after the scoring process has taken place (as noted in the above question), the points awarded do not necessarily determine the winning entry.

**Q: Who judges the Pinnacle Entries?**

A; The judges are recognized professionals in their specific field, whether that be festivals & events, marketing, media, public relations, graphic design, promotions, broadcasting, online media, etc. They do not take their judging role lightly. They know the impact that their decisions will have on each event, whether they win or not and a great amount of time is taken over the judging process.

**Q: Why aren't we able to know the names of the judges?**

A: We do not reveal the names of the judges as we make every effort to protect them from questions from the media and/or festivals & events – opting to direct all the questions about the judging process and the awards directly to the IFEA instead.

**If you have any further questions about the IFEA/Haas & Wilkerson Pinnacle Awards, please contact Nia Hovde at +1-208-433-0950 Ext 8140 or [nia@ifea.com](mailto:nia@ifea.com)**