

THE BOARD



Why We Enter the IFEA/Haas & Wilkerson Pinnacle Awards

I love this time of the year. It seems like the world around us wakes up from a long nap. The grass becomes bright. The trees flower. Bright colors show up in every store window. Festivals and events start popping up in every city and municipality.

In our office, Spring means new interns and preparations for our IFEA/Haas & Wilkerson Pinnacle Awards entries. Our interns most likely haven't ever been to the Saint Louis Art Fair before and have no idea what the IFEA Pinnacle Awards are or why we even enter.

With the above being said...for the many organizations that do enter the IFEA/Haas & Wilkerson Pinnacle Awards, there are even more that don't. I've always wondered the reasons why an organization chooses not to enter at least one entry. There are so many reasons TO enter the Pinnacles . . . and below I have shared the top 10 reasons why Cultural Festivals/Saint Louis Art Fair is excited to enter the Pinnacle awards each year and why we feel it is worth our time, energy and dollars.

1. Conversation

Applying for anything gets people talking. If your event team is applying for an award, they start talking about the project. They engage in conversation. The entry helps clarify and reiterate the mission and the "why we are doing what we do."

For us at Cultural Festivals, the conversation is educating our new interns on our brand. The Grand Pinnacle category application walks everyone through all the basic information necessary to get everyone up to speed on the

event. It asks for event dates, mission, history, activities or programs, budget, economic impact, attendance and demographics, staffing and the type of corporation your organization is. It truly gives an overview of your company.

2. Teamwork

The event didn't happen by one lonely staff person, your whole team labored in the efforts of producing your event/festival. Working on a Pinnacle submission is another project where all members work together on a common goal. The sponsorship team has to work with the designers, production team, volunteer team and public relations. The silos have to come down. Input from each department is necessary.

3. Marketing Expense

The money you put out for an award submission is just a necessary part of doing business. If you do the math and you apply to enter the Grand Pinnacle category, the cost is \$75 (for IFEA Members). That is about 21 cents a day. It is a marketing expense. It is another way to market your event or festival. You can utilize applying for the award as a way to create interest. For example, you can ask your social media audience which print ad would they enter into an award contest; or what merchandise piece did they think was hot and would buy? If you win the award, you can include the news in your email newsletter, press release, website, etc.

4. Client Relations

You can include all your stakeholders by crediting their role as part of your event. This is a classy step in building stronger relationships.

The Saint Louis Art Fair works with amateur photographers to capture our event beyond the traditional corporate photos. Letting our photographers know we are using their photos (with credits) in our submission for the Pinnacles, makes them smile. Winning the awards (with their photos) makes them giddy!

5. Street Cred

There is no better endorsement than a third party entity that has no vested

interest in your success. The award tells others that your event is something special – i.e. IFEA Pinnacle Award Winning Volunteer Program – Who doesn't want to volunteer for that group!

6. Confidence

The minute you enter your festival or event, you elevate the state of mind of your team members. You believe they can win, you believe they are worthy. Your team starts to believe they can win and the attitude and morale changes. Everybody believes!

7. Self Respect

By entering, you are saying you believe in what your team does. People respect those who stand up to be counted. The other option is to not enter but obviously you can't win if you don't enter. If you don't believe in your event, why should your sponsors, volunteers, and board believe?

8. Continuity

The endless buzz and conversation doesn't stop after you win an award at the awards ceremony. It is now part of your event's story. You are an award-winning event and you will continue to be an award-winning event. The event will continue to grow and always strive for new standards of excellence. This continuity and confidence breeds more believers . . . more volunteers, more sponsors, more attendees.

9. Community

Awards are a place to meet. They open doors for you to engage your civic and industry professionals in discussions. They are a great place to see the competition, see the new trends in the festival and event industry. They are a place to network, learn and enhance your professional development. Awards tend to involve leaders and experts. If you are an award winner, people start

IFEA VISION

A globally united industry that touches lives in a positive way through celebration.



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to include you in those event specific topics and controversies. You become part of the award-winning event.

10. Everybody Loves a Winner and Everybody Loves Winning. Winning Just Feels Good!

I am sure that every organization that enters the IFEA/Haas & Wilkerson Pinnacle Awards Competition has their own top 10 reasons why they enter. My hope is, that if you have considered entering the competition before, but have yet to do so, that I have convinced you to enter at least one submission to the Pinnacle Awards this year.

This year, not only is the IFEA celebrating its 60th Anniversary in Tucson, Arizona with their Anniversary Convention & Expo this September 21-23, 2015, but the IFEA/Haas & Wilkerson Pinnacle Awards Competition is celebrating 20 years of industry recognition. What a year to be a part of the IFEA!

I look forward to seeing you in Tucson this September and maybe, if

you enter, I'll see you in the Pinnacle Awards winner's circle!

PINNACLE DEADLINES:

Early Bird Deadline:
June 15, 2015

Final Deadline:
July 20, 2015

For more information on the IFEA/Haas & Wilkerson Pinnacle Awards, [Click Here](#).

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