



International Festivals & Events Association



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International Festivals & Events Association/Haas & Wilkerson 2005 Pinnacle Awards Competition **DEADLINE: JUNE 15th, 2005**

YOU CAN'T WIN - IF YOU DON'T ENTER!

There are only **3 more weeks** until the deadline for the 2005 IFEA/Haas & Wilkerson Pinnacle Awards Competition. Have you sent your entries in yet?

With so many categories to consider, it can seem like a daunting task to get your Pinnacle entries ready and mailed. But the rewards and recognition for your event are worth it, as you become "An International Award-Winning Event"! Think of the impact for your sponsors, volunteers, staff, local media, and more!

So get started today. You already have the most important components necessary to enter - a great event and all the criteria that you need to provide, listed on the entry form - all you need to do now is put the two together and submit your entries. We've even gone a step further to help you out with your preparations, by supplying the following quick pointers based upon questions from others like yourself.

BROADCAST ENTRIES (Categories 2-10)

The criteria the judges are looking for is:

- Does the entry relay the image of the event?
- Is it creative – unique?
- What is the overall impression?

TIP: Make sure the video/radio or website is cued/routed directly to where you want the judges to look at. Your ability to win is not out of your control once the entries are put in the mail. Control what the judges see and make sure they see your best!

NEW: You may have noticed a couple of new categories this year

- Category #8 – Best Organizational Website
- Category #10 – Best Miscellaneous Multimedia

QUESTION: Can you explain a little more about these new categories?

ANSWER:

Category #8 – Best Organizational Website

With so many of you entering the website category last year, we had individual event websites competing against entire organization websites. So to make the judging more equal, we separated the two categories. Now an organization who produces many events, among other things, will compete against similar organizations, and an individual festival/event who has their own website will compete against other individual festival/event websites.

TIP: Remember to make the link go to exactly where you want the judges to go first.

TIP: Make sure the site is still active, or save the website to a disk if it is no longer active.

Category #10 – Best Miscellaneous Multimedia

With all of you being so creative in the promotion of your events, we received many questions as to how certain multimedia promotion tools would be categorized. If you use electronic tools other than TV, Radio or your direct website to promote your event, then this is where those items would go.

- Have you created an event screen saver?
- Do you do a live broadcast of your event on your website?
- Do you have electronic billboards around town?
- What else do you do?

Enter those entries and similar here, and show others who's starting the latest trends in the industry!

PRINTED MATERIALS (Categories 11-30)

Every organization promotes their event through printed materials in one way or another, so more than likely you have something that will fit in each category. If you have questions about any of the categories and where your printed materials would fit, please don't hesitate to contact me at: nia@ifea.com or 208-433-0950 ext: *814.

The criteria the judges are looking for is:

- Clarity of the message.
- The overall design and layout of the printed material.
- The creativity and uniqueness of the piece.
- Is the printed piece well organized and easy to read/understand at first look?
- Purpose/Usability
- What is the overall appeal of the piece?

TIP: Check the specific entry to see if you need to mount the entry on poster board or not.

- Bound/Multiple Page Entries (Categories 11-18) are not mounted as the judges need to flip through the items to judge them.
- Poster Categories (19, 20) Please DO NOT MOUNT posters on poster board. But please do submit posters rolled up in a poster tube.
- Single Page Entries (Categories 21-26). Please mount each of these entries on poster board. As we have limited space for judging, we ask that you limit the margins to 2 inches per entry. Note: Only one entry per poster board.

SPONSORSHIP/FUNDRAISING ENTRIES (Categories 27-30)

These entries require a little more detail, therefore we ask that they be submitted in a notebook to keep all the information together and make it easy for the judges to read.

The criteria the judges are looking for is:

- The professional content of the entry.
 - How well is the entry written?
 - Is it easy to understand?
- The overall creativity of the entry.
 - This is not how creative the presentation of the entry is for the competition, but how creative the piece you are entering is itself.
- Measurable results.
 - Was the program a success for your organization?
 - How well did it work? Give examples.

QUESTION: Where to start?

ANSWER: With these entries it is best to start by providing a 1-2 page written description of your program. The judges don't often see any of your other entries, and may not be familiar with your event, so be sure to include a brief introduction of your overall event in your description also.

Throughout the remainder of the notebook, provide supporting documentation for anything you have mentioned in your description – photos, quotes, statistical numbers, sample copies of materials used, letters, awards received etc.

TIP: In your detailed description, make sure it is well written, providing the most detailed information you can, without hiding that information amongst any unnecessary information.

The judges only have a certain amount of time to look through each entry so make sure they are able to easily find the information you want them to look at.

- Use Bullet Points.

- Highlight.
- **Bold** what you want the judges to see.
- Point them to the supporting information on page # or in section X.
- Remember, you can control what you want the judges to see! Walk them through it!

PROMOTIONAL ENTRIES (Categories 31-47)

The Community Relations and Media Relations section of the Promotional Entries (Categories 31-41), are similar to the Sponsorship/Fundraising categories, as they are also submitted in a notebook. All tips mentioned above are applicable to these entries also.

With these entries, you also need to include a detailed description of the program, explaining:

- The background of the project.
- Its purpose/objective.
- Its overall effectiveness.
- Following this, in the remainder of the notebook, provide all the supporting materials you need to help the judges see how great your program is! Include photos, sample letters, newspaper clippings, signage, promotions and merchandising elements, fliers, etc.
- Don't forget to include measurable results. Was the program a success for your organization?

Again, the criteria the judges are looking for is:

- The professional content of the entry.
 - How well is the entry written?
 - Is it easy to understand?
- The overall creativity of the entry.
 - This is not how creative the presentation of the entry is for the competition, but how creative the piece you are entering is itself.
- Measurable results.
 - Was the program a success for your organization?
 - How well did it work – give examples?
- Overall appeal

TIP: As with all entries, guide the judges to what you want them to see.

TIP: Make sure your entry is well written, yet easy to read.

TIP: The more organized your entry is, the easier it is to understand your message.

TIP: Many of the judges may not know anything about your event, so make sure your explanations are clear enough so they can feel like they have just attended/participated in your program.

TIP: When asked about these categories, I often use the example of the Volunteer Program entry. Imagine I am coming to Volunteer at your event, yet I know absolutely nothing about your event.

- What information would I receive – a volunteer handbook, festival information, a T-shirt, festival passes, evaluation forms etc. – what else?
- How would I be recruited?
- When/where would my orientation be and what would it include?
- What are my duties?
- Who would I report to?
- How many other volunteers are there?
- How will I be thanked/recognized at the end of the event?
- How are you going to try to retain me as a volunteer for next year?

For all the Promotional Entry categories, ask yourself these and similar questions to complete your entries.

MERCHANDISE CATEGORIES (Categories 42-47)

These categories are always fun to judge as everyone has at one point purchased a souvenir to remember something by, such as a festival or event. This is how the general public takes a little piece of your event home with them. What items do you have for people to remember your event by?

The criteria the judges are again looking for is:

- The uniqueness and creativity of the item.
- The overall design and layout of the item.
- The overall appeal of the item.

QUESTION: Do you need to provide supporting materials for these entries, i.e. a description?

ANSWER: If you would like to, you most certainly can do so. But it is not required. The item needs to stand alone in the competition without any explanation needed.

TIP: Please do not mount any of the merchandise items. It is much easier for the judges to pick up, look at and perhaps try on the items, if it is standing alone.

TIP: We know many of you provide your T-shirts in many different colors. But for the competition, unless you want to submit each T-shirt as a separate entry, please only include one T-shirt per entry.

For *Category 47 – Best Overall Merchandising Program* in the Merchandise entries, please see guidelines and tips from Categories 31-41 above, to assist you in what the judges are looking for.

In addition, please be sure to include a written report explaining your merchandising program including:

- Measurable results. How successful was your program – income/expense?
- List the number and variety of selections that you offer.
- How/where are they marketed, displayed and sold?
- And although it is not necessary to provide samples of your merchandise items, as photos are accepted, it is usually helpful for the judges to see a couple of different items.

NON-EVENT ENTRIES (Categories 48-55)

For those of you who provide the services or products that the festivals and events industry uses every day, these categories are targeted towards you.

The judges are looking for the following criteria with these entries:

- The overall uniqueness and creativity.
- The professional content of the entry.
- Clarity of the message.
- Purpose/Usability.
- What is the overall appeal of the product or service?

For Suppliers and/or Associations (Categories 48-51)

- Have you produced an advertisement for your product or service?
- Do you have any company image pieces – i.e. – letterhead, business cards, or other corporate items that portray your company image?
- Have you sent a postcard or brochure in the mail promoting your product or service?
- Have you created a new product or service that is being used in the event industry today, i.e.: a new type of merchandise, a new banner/flag, a new style of inflatable balloon, etc.?

Educational Institutions Offering Event Management Programs (Categories 52-55)

Do you organize a 2 or 4 year Event Management Degree, or perhaps an Advanced Degree? How about an Event Management Certification or Online Management program? Well, we want to hear about it if you do!

Please provide the following information for your educational program:

- How you recruit and marketing your program?
- A complete outline and syllabus of the course (s).
- What are the testing requirements?
- How much is tuition?
- What is the time frame of the course?
- How many students are currently enrolled?
- How many students have completed the course?
- How many staff members are there?
- When was the program founded?

THE GRAND PINNACLE (Category 1)

The Grand Pinnacle is the IFEA's highest award, reflecting the best overall event in each budget category. It essentially includes elements from all of the categories in the competition. It is an overall look at everything your event does.

For this entry, please submit in a notebook:

- A one page overview stating:
 - Your event's purpose/mission
 - The overall revenue and expense budget
 - Event attendance
 - Staffing numbers and positions
 - Volunteer Count
 - Event Dates
 - Types of activities included under the festival/event umbrella
 - Founding/incorporation date and management system (i.e.: 501 (c) 3 non-profit staff & volunteer board; city managed; profit-making partnership, etc.)
- Please also include detailed information including:
 - Examples of the event's promotional & marketing campaigns
 - Marketing Materials
 - Merchandise Programs
 - Volunteer Program
 - Media Outreach
 - Website
 - Descriptions of any special programs

The criteria the judges will be basing their assessment on includes elements from all the criteria throughout the competition:

- The professional content of the entry.
 - How well is the entry written?
 - Is it easy to understand?
 - Is it well organized?
- The overall design and layout of the event.
- The overall uniqueness and creativity of the event.
- The overall appeal and impression of the event.
- Match between your defined mission and the actual event.
- Measurable results.
 - Was the event a success for your organization?
 - How well did it work? Give examples.
- Does the entry convey the image of the event?

The Display Board

Many events enjoy putting together a display board for the Grand Pinnacle entry (limited to black display board 36" by 48" maximum) that may include (but is not limited to) any of their promotional (visual) materials from their event in order to provide the judges an overall glance at their event. This is most definitely a beneficial item to include with the Grand Pinnacle entry, however it is not required. The notebook of information must be able to stand alone and represent your event.

TIP: The Grand Pinnacle Judges judge only the Grand Pinnacle entries. They do not see any of the other entries that you may have submitted into the competition, so your Grand Pinnacle entry needs to reflect this. Many of the judges may not know anything about your event. They need to be able to read through your Grand Pinnacle entry and feel like they have a good understanding of your event and all of its' components from what you have submitted.

TIP: Make 2 copies! As all Pinnacle entries are not able to be returned, it is often a good idea for the event to make 2 copies of entries they wish to keep for future reference for themselves, such as for future Grand Pinnacle entries. What better way to remember your event each year!

GENERAL TIP: Make sure your entry form is securely fastened to each item with either a paper clip or a safety pin. Place the entry form on the back of each item, with the front of the form facing out for viewing.

GENERAL TIP: Each category is judged completely separate from any other category. Therefore do not clump any of your entries, whether they are in the same category or different categories, together on a single poster board, notebook or similar. If this occurs, items will need to be disassembled upon receipt so they can be submitted in to their appropriate categories, which often may interfere with the original presentation of the item.

IMPORTANT TIP:

If you have questions about any of your entries, or have an event in June or July and may have difficulty making the June 15th 2005 deadline, but would still like to enter, please don't hesitate to contact me. Nia Forster, Awards Program Coordinator: nia@ifea.com or 208-433-0950 ext: *814.

So there you have it! Hopefully some helpful pointers to guide you through the IFEA Pinnacle Award entry process, making entering a little less daunting! Don't be intimidated by it . . . you're in the events industry because you're up to new challenges! Above all, don't rule yourself out! You can't win if you don't enter! So enter today and we'll see you in San Antonio when you hear, "And the winner is..."

REMEMBER – PINNACLE DEADLINE: JUNE 15th, 2005