2022 Minnesota Star Awards Rules & Regulations

FROM THE ASHES

ILEA

INTERNATIONAL
LIVE EVENTS ASSOCIATION

MINNEAPOLIS-ST. PAUL CHAPTER

ILEA

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The International Live Events Association (ILEA) – Minneapolis-St. Paul Chapter launched the Minnesota Star Awards in 2005 to recognize outstanding professionals in the special event industry for the events they create, plan, manage and execute each year.

Who can enter the awards?
Anyone who has produced events (or components of events) within the region represented by the ILEA Minneapolis-St. Paul Chapter **or** who works in this region, but produces events in other locations is eligible to enter.

ILEA membership is not a requirement to enter most categories.

Why should I enter the ILEA Minnesota Star Award?
By entering the ILEA Minnesota Star Awards, you are able to demonstrate the caliber of work that you and your company are doing! This is your opportunity to show people what you can do and what makes you stand apart from your competition.

Who judges the awards?
The Minnesota Star Awards are judged by ILEA event professionals from other Chapters throughout the world. All entries are first reviewed against the rules by an auditor. Once the auditor has determined that all criteria has been met, all qualifying entries are sent to another ILEA chapter for judging.

The results are returned directly to the auditor, who supplies the information about the winning entries to the award production company. In order to maintain fairness in the judging, ***the Minnesota Star Awards submission must be entirely anonymous***. No mention of names or company names of the submitting company(ies) are allowed anywhere in the entry (including but not limited to in your answers/text, photos, or anywhere on collateral or supporting documents). The submission process has been aligned with the ILEA Esprit Awards, making it easier to enter both awards programs. (Remember to save a separate copy of your answers in a Word document to reference.)

Be sure to follow all the rules and ▓▓▓▓▓▓▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓▓▓▓▓.

Then plan to attend the ceremony to see the winners revealed live on **April 1st, 2022 at The Whim in Minneapolis.** More live event details will be announced in March.

What if I have questions?
If you have questions about the process, or run into problems, please send an email to starawards@ilea-msp.org.

Qualifying Entries: Events submitted for the 2022 Minnesota Star Awards must have occurred between **January 1, 2021 and December 31, 2021**.

Eligibility: Entries are open to all event professionals for most categories with the exception of the Best ILEA Team Effort, which is only open to ILEA members. To enter as a member you must be listed on the ILEA Hub Member Directory as a member on or before 11:59 pm CST, Sunday, February 13th, 2022.

Nominees: The top three nominees in each category will be notified the week of March 14th, 2022.

Awards: Awards will be presented at the Minnesota Star Awards Ceremony on Friday, April 1st, 2022 at The Whim.

Questions: Please direct questions to the Awards and Entries Committee by emailing starawards@ilea-msp.org.

Entry Submission:

★ Each entrant must complete the online submission process including successfully processing the entry payment.
★ An entry fee will be applied for each submission.
★ Entrants may submit multiple events in more than one category.
★ Entrants may enter the same event into more than one category with the exception of the 'Event Planning' categories. **Note**: The same event may not be entered in more than one of the six Event Planning categories.
★ Entrants must complete all sections of the online submission form. Incomplete applications will be disqualified.
★ It is strongly recommended that each entry be created in a word processing document to ensure the ability to spell check, check grammar, make edits, etc. Text can then be copied and pasted into the online submission form. Make sure to save a copy of the word processing document in case there is any difficulty uploading the entry. This copy can also be used as a reference if you go on to enter for an ILEA Esprit Award since the Minnesota Star Awards follows a similar format. **Note:** Programs such as Microsoft Word contain backend formatting, so when text is copy/pasted from Word into the submission form, it may increase the character count. Consider using a plain text program such as Notepad to draft your entry before entering answers into the form.

Joint Submissions:

★ A joint entry can be submitted when more than one individual or company was instrumental in the planning of the event. Each individual can be from the same company (i.e. co-chairs of an event), or from separate companies (ie: a client representative and a vendor representative), but EACH entrant must supply an entry fee.

★ Joint and Best ILEA Team Effort entries are to be submitted online by one primary entrant, The Team Leader, for the group.

Multiple Submissions:

★ The online submission form allows you to submit one entry at a time.. You must complete a form for each entry.

★ Whenever possible, do not use alternative names on your application. This risks confusion with the nomination and award production process.

Names/Logos and Disqualification:

★ Entrant name and appropriate contact information must be included in ONLY *the registration* and payment portion of the submission process.

★ Entrant name and company logo MUST NOT be included ANYWHERE IN your entry submission answers, including all text, support materials, collateral, photos, videos, invitations, invoices, etc., **including in the file names of the files that are uploaded.** If your client is someone other than your own firm or your Additional Entrant's firm, that company's name and/or logo can be included.

★ Disqualification will result if entrant(s) name or entrant(s) company's name or logo appear anywhere within the submission text or supporting materials.

★ Exceptions: If an entrant is an employee of the client's company (i.e. a corporate/internal planner), the entrant is permitted to use their client logo only. No image of the entrant or reference to the entrant as an employee is permitted. So that the entrant's identity is not revealed to the judges and remains anonymous, in your writing make a pronoun shift from the first person (I or we) to the third person so it reads that the company is the client.

Deadline for Submission:
All entries are due by 11:59 p.m. CST on **Sunday, February 13th** , 2022**.**

ENTRY FEE:
● Early Bird, by 11:59pm CST **January 31st, 2022**: **$65.00**
● Standard Submission, by 11:59pm CST February 13th, 2022: **$95.00**

ONLINE ENTRIES NOT COMPLETED BY 11:59 p.m. CST on Sunday, February 13th, 2022 WILL BE DISQUALIFIED.

ILEA
INTERNATIONAL
LIVE EVENTS ASSOCIATION

2022 MINNESOTA STAR AWARDS CATEGORIES

CATERING:
1. Best On-Premise Catered Event
2. Best Off-Premise Catered Event

EVENT DESIGN & DECOR:
3. Budget under $25,000
4. Budget $25,000 and over
5. Best Use of Specialty Decor

CREATIVE SERVICES:
6. Marketing or Design Collateral
7. Event Photography
8. Event Videography

SUPPORT SERVICES:
9. Logistics: Indoor Event
10. Logistics: Outdoor or Tented Event
11. Technical Production
12. Entertainment Production

EVENT PLANNING:
13. Corporate
14. Non-profit
15. Public
16. Social (Non-Wedding)
17. Wedding
18. Virtual or Hybrid

GENERAL:
19. Best Industry Innovation
20. ILEA Team Effort

Catering

Best Off-Premise Catered Event

The best catered event honors overall excellence in on-premise catering. Did your team pull together to execute an amazing catered event in the face of logistical challenges? Did your chef design a first of its kind menu that wowed your client? No matter the catering situation, you excelled through planning, preparation, execution and/or presentation. Eligible entrants include caterers, restaurants, hotels, facility operators or any other entities that provide food and beverage to an event.

Best On-Premise Catered Event

The best catered event honors overall excellence in off-premise catering. Did your team pull together to execute an amazing catered event in the face of logistical challenges? Did your chef design a first of its kind menu that wowed your client? No matter the catering situation, you excelled through planning, preparation, execution and/or presentation. Eligible entrants include caterers, restaurants, hotels, facility operators or any other entities that provide food and beverage to an event.

Entry Criteria:

Event Name and date(s) of the event.

1. **Preview – 500 max characters**, including spaces and hard returns.
   - Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
2. **Objectives and/or Goals – 3,000 max characters**, including spaces and hard returns.
   - Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)
3. **Tell The Story – 7,500 max characters**, including spaces and hard returns.
   - Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)
4. **Execution – 7,500 max character**s, including spaces and hard returns.
   - Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
     - Development (proposal phase)
     - Pre-Production (prior to start of the event)
     - Production (during run of the event)
     - Post-Production (after the event)
     - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
     - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral
- ★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, health and safety measures, BEOs, special dietary considerations, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- ★ **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- ★ **Link to Multi-Media Collateral**– Limit 1, no longer than 5-minute video/PowerPoint.

Event Design & Decor

Best Event Design/Decor Budget under $25,000 AND Best Event Design/Decor Budget $25,000 and over
These two categories highlight the original design and numerous décor details that combine to create a unique event environment. It recognizes the overall excellence in creating the look and feel of an event from concept through to execution, based on budget. The look or theme of the design/décor may combine the following elements but is not limited to using: props, lighting, rentals, florals, linens, draping, etc. to fulfill the vision for the event and take it to the next level. Tell us about how all the components pulled together into an immersive design experience to create a memorable event.

Best Use of Specialty Decor
It's true, events are often all about the details. Whether you supplied over-the-top floral, a spectacular balloon installation, ice sculptures, custom furniture or décor pieces, or any other specialty décor item, we want to hear about your component.

Entry Criteria:
Event Name and date(s) of the event.
1. **Preview – 500 max characters**, including spaces and hard returns.
   - Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
2. **Objectives and/or Goals – 3,000 max characters**, including spaces and hard returns.
   - Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)
3. **Tell The Story – 7,500 max characters**, including spaces and hard returns.
   - Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)
4. **Execution – 7,500 max character**s, including spaces and hard returns.
   - Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
     - Development (proposal phase)
     - Pre-Production (prior to start of the event)

- - Production (during run of the event)
  - Post-Production (after the event)
  - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
  - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)
5. ***Budget (Required for Design/Décor categories only)**
   - A detailed budget listing the retail value of all items used, donated, sponsored and inventory items.

Collateral
- ★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, health and safety measures, renderings, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- ★ **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- ★ *Link to Multi-Media Collateral*– Limit 1, no longer than 5-minute video/PowerPoint.

Creative Services

Best Marketing/Design Collateral
The best marketing and graphic design category honors excellence in the creation and execution of event collateral. Whether print and/or digital, design elements may include but are not limited to the use of: logos, advertising, invitations, programs, posters, promotional pieces, packaging, signage, social media, website, unique distribution methods, and anything that both ties into your event, and sets it apart from others.

Best Event Photography
This category highlights photos that tell a story, capturing moments of what it felt like to attend, and visually documenting the details of what the event looked like for years to come. This category honors excellence in event photography whether it is for a wedding, or a business related purpose for a corporate client, non-profit organization or public event.

Best Event Videography
This category celebrates the use of cameras and editing of live footage to tell an event's story in an even more powerful way, to create a shared narrative experience that resonates with an audience and shapes memories. Eligible entrants are videographers or planning professionals who produced a video for business-related purposes. The event that was covered can include, but is not limited to: corporate, non-profit, association, public, wedding or social.

Entry Criteria:

Event Name and date(s) of the event.

1. **Preview – 500 max characters**, including spaces and hard returns.
   - Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
2. **Objectives and/or Goals – 3,000 max characters**, including spaces and hard returns.
   - Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)
3. **Tell The Story – 7,500 max characters**, including spaces and hard returns.
   - Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)
4. **Execution – 7,500 max character**s, including spaces and hard returns.
   - Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
     - Development (proposal phase)
     - Pre-Production (prior to start of the event)
     - Production (during run of the event)
     - Post-Production (after the event)
     - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
     - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral

★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, renderings, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.

★ **Event Collateral** – Consists of the visuals/collateral/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs (both of the product itself and/or in the setting of/use during the event - invite, website, album, etc.), invitations, printed pieces such as name tags, maps, wrappers, signage, etc. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.

★ ***Multi-Media Collateral (Required for Videography category)** – Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Limit 1, no longer than 10-minute video/PowerPoint. File may not exceed 500 MB. Acceptable file formats include: .mov, .wmv, pwt.

Support Services

Best Logistics: Indoor Event
At times event coordination goes beyond normal day-to-day business and requires a high level of detailed management. Maybe you orchestrated an event that pushed the boundaries of an indoor venue space, happened in several locations or over several days.. This category honors events that required intense logistical planning to accomplish the event's goals.

Best Logistics: Outdoor or Tented Event
When there just isn't the right venue available in the right location, if you build your own or go out in the open. Outdoor Events and temporary structures require unique engineering considerations for installation, but they also expand where it's possible to hold an event. Because everything needs to be brought in (heating/cooling, lighting, tables/chairs, etc.) they are a blank canvas of event possibilities. This category honors excellence for the execution of any outdoor events and tenting logistics.

Best Technical Production
It takes a well-rehearsed crew under a seasoned technical director to pull off a flawless live production. This category honors excellence in special event technical, design or execution services. Eligible items include but are not limited to lighting, audio visual, multimedia, staging and special effects.

Best Entertainment Production
Whatever the occasion, events are often graced with beautiful, exciting, funny or even emotional performances for the audiences' enjoyment. The category recognizes the best use of entertainment to enhance an event.

Entry Criteria:
Event Name and date(s) of the event.
Preview – 500 max characters, including spaces and hard returns.
- Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)

Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.
- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

Tell The Story – 7,500 max characters, including spaces and hard returns.
- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

Execution – 7,500 max characters, including spaces and hard returns.
- Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
    - Development (proposal phase)
    - Pre-Production (prior to start of the event)
    - Production (during run of the event)
    - Post-Production (after the event)
    - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)

- Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral
- ★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, renderings, production schedules, staffing, health and safety measures, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- ★ **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, programs, and signage. Each photo is considered one item. A multipage piece such as a program will be considered one piece.
- ★ *Link to Multi-Media Collateral*– Limit 1, no longer than 5-minute video/PowerPoint.

Event Planning

Event Categories: The same event can only be entered into one of the six (6) Event Planning categories below. Choose the one that best fits. For example, if you are entering an event in the Best Corporate Event category, the same event _cannot_ also be entered in the Best Non-Profit Event category.

1. Best Corporate Event The category honors excellence for the production of a corporate special event, meeting, conference, incentive program, product launch, or other similar auxiliary event.

2. Best Non-Profit Event The category honors excellence for the production of a non-profit event including, but not limited to, fundraisers, institutions, campaigns, kick-off events and/or donor events.

3. Best Public Event This category recognizes the production of a parade, fair, festival, tradeshow, concert, sporting event, or other public event.

4. Best Social Event (Non Wedding) This category honors excellence in social event planning for private occasions including, but not limited to, bar/bat mitzvahs, personal celebrations, milestone birthdays, etc.

5. Best Wedding This category honors excellence in wedding events.

6. Best Virtual or Hybrid Event This category honors excellence in the production of virtual or hybrid events.

Entry Criteria:
Event Name and date(s) of the event.
Preview – 500 max characters, including spaces and hard returns.
- Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.

- Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)

Tell The Story – 7,500 max characters, including spaces and hard returns.
- Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

Execution – 7,500 max characters, including spaces and hard returns.
- Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
  - Development (proposal phase)
  - Pre-Production (prior to start of the event)
  - Production (during run of the event)
  - Post-Production (after the event)
  - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
  - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral
- ★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, health and safety measures, BEOs, renderings, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- ★ **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- ★ *Link to Multi-Media Collateral*– Limit 1, no longer than 5-minute video/PowerPoint.

General

Best Industry Innovation
The best industry innovation category honors an event professional that created a new, different, or innovative product, concept, trend, or service. The innovation must have been introduced, redesigned or developed in 2021.

Entry Criteria:
5. **Preview – 500 max characters**, including spaces and hard returns.
   - Provide a general overview of the company and its innovation and/or pivot. If your submission is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
6. **Objectives and/or Goals – 3,000 max characters**, including spaces and hard returns.
   - Succinctly outline your objective(s), goal(s) and/or overall purpose for the innovation/pivot. (This should be written either in short answer or bullet point format.)
7. **Tell The Story – 7,500 max characters**, including spaces and hard returns.
   - Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

8. **Execution – 7,500 max character**s, including spaces and hard returns.
   - Describe the logistical execution of your company innovation/pivot and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
     - Development (proposal phase)
     - Pre-Production (prior to launch of company pivot)
     - Production (current phase)
     - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
     - Risk Management (acknowledge if there were any potential risks or situations that arose for this innovation/pivot, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral
- ★ **Company Collateral** – Consists of the documents necessary to support the company's development from pre-planning through the current phase. Examples include but are not limited to: website, social media, timelines, photographs, contingency plans, production schedules, staffing, COVID-19 health and safety measures, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names, logos and/or company identifiers.
- ★ *Link to Multi-Media Collateral*– Limit 1, no longer than 5-minute video/PowerPoint.

ILEA Team Effort
In most cases, the successful execution of an event involves a team of dedicated professionals that extends well beyond just the primary planner. Your most successful events probably also benefited from the work of many other key ILEA member companies who made the success of your event their mission. This award recognizes a group effort for an entire event or portion of an event that requires a minimum of three team members. The Team Leader is responsible for the entry submission.

REQUIRES EACH ENTRANT TO BE LISTED ON ILEA HUB AS AN ILEA MEMBER ON OR BEFORE 11:59 PM CST, SUNDAY, FEBRUARY 13TH, 2022.

Guidelines:

- In this entry, the participants must only be referred to as ILEA Caterer, ILEA Decorator, ILEA Florist, etc. (or similar descriptions that eliminate specific names).
- An entry fee, and a contribution summary must be submitted with the entry for **each** ILEA team member entering this category.

Entry Criteria:
Event Name and date(s) of the event.
Preview – 500 max characters, including spaces and hard returns.
   - Provide a general overview of the event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience.)
Objectives and/or Goals – 3,000 max characters, including spaces and hard returns.
   - Succinctly outline the client's objective(s), goal(s) and/or overall purpose for the event. (This should be written either in short answer or bullet point format.)
Tell The Story – 7,500 max characters, including spaces and hard returns.
   - Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references to collateral materials to enhance the details.)

Execution – 7,500 max characters, including spaces and hard returns.

- Describe the logistical execution of the event and/or of your products or services including challenges faced. (Bullet-point out all phases of the production management process. Include references to collateral materials to give a clearer picture of your process):
  - Development (proposal phase)
  - Pre-Production (prior to start of the event)
  - Production (during run of the event)
  - Post-Production (after the event)
  - Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)
  - Risk Management (acknowledge if there were any potential risks or situations that arose for this event, if so, then detail contingencies that were put in place to reduce or eliminate risk.)

Collateral

- ★ **Management Collateral** – Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, renderings, staffing, health and safety measures, BEOs, special dietary considerations, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names.
- ★ **Event Collateral** – Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece.
- ★ *Link to Multi-Media Collateral*– Limit 1, no longer than 5-minute video/PowerPoint.