



ISES ESPRIT AWARDS CATEGORY DESCRIPTIONS

BEST MARKETING/DESIGN COLLATERAL

- Budget Under \$25,000 USD
- Budget Over \$25,000 USD

This category honors excellence in marketing/design. Eligible entrants include producers and designers of event marketing collateral. Eligible collateral includes advertising, promotional pieces, invitations, event signage, etc.

Order	Item	Max Characters
1	Total number of guests/attendees at the event:	10
2	Duration of Event: (Total number of hours of the event. i.e. 4 hours. For multi day events indicate hours per day. i.e. Day 1 - 6 hours, Day 2 - 4 hours)	1250
3	Describe the overall event.	6000
4	Outline the client's goals and objectives for the event and how you addressed these goals and objectives through the events marketing/design collateral.	6000
5	Describe the Marketing/Design collateral concept including all creative elements and explain how collateral integrated into the overall event.	6000
6	Describe the process for measuring the success of the Marketing /Design concepts.	6000
7	Describe and explain the uniqueness, degree of difficulty, and/or challenges that arose in the Marketing/Design collateral services you provided.	6000
8	Describe the Production Management Process for the event as it pertains to Marketing/Design Collateral. Describe each phase of the process including Development, Pre-Production, Production and Post-Production. Address the steps taken to ensure risk management control.	6000

Please review the ISES Esprit Submission Instructions for further information on entering the awards.

For all written material, it is strongly recommended that entrants use a word processing program (i.e. Word) first, before entering text into this system. When your content is ready to publish (proof-read, spell checked etc.), copy and paste the text into the text box on the website and format as needed.