



2010 ISES ESPRIT AWARDS ONLINE ENTRY GUIDELINES

BEST CATERED EVENT

This category honors excellence in Catering: either on or off-premise. Eligible entrants include caterers, specialty bakeries, restaurants, facility operators, hotels, or any other entity that provides food to the special events industry.

Required Questions:

1. Describe the Event. (2250 Characters)
2. Outline the client's goals and objectives for the event. (1125 Characters)
3. How did you address these goals and objectives through catering? (2250 Characters)
4. What challenges arose and how did you address these challenges? (2250 Characters)
5. Describe the Catering concept including creative elements and presentation. (2250 Characters)
6. Explain how the Catering concept demonstrated innovation in culinary skills, presentation or service and how your services integrated into and enhanced the overall event. (2250 Characters)
7. Describe the Production Management Process for the event as it pertains to catering. Describe each phase of the process including Development, Pre-Production, Production and Post-Production. Address the steps taken to ensure risk management control. (4500 Characters)

Please review the Esprit Rules and Submissions Document for the complete requirements for 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.