



2010 ISES ESPRIT AWARDS ONLINE ENTRY GUIDELINES Esprit de Corps Awards

BEST INDUSTRY INNOVATION

This category honors individuals or companies that have created an innovative product, concept or service introduced, redesigned or developed in 2009. Collateral materials should include information regarding concept development, implementation and result.

Required Questions:

1. Describe the product, service or concept innovation. (2250 Characters)
2. Explain how the product, service or concept was developed and utilized. (2250 Characters)
3. Describe what makes the product, service or concept innovative for the Special Events Industry. (2250 Characters)
4. Explain the impact of the Innovation on the Special Events Industry. (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.