



## 2010 ISES ESPRIT AWARDS ONLINE ENTRY GUIDELINES

### **BEST MARKETING/DESIGN COLLATERAL**

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.

#### **Budget Categories:**

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

#### **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 marketing/design collateral? (2250 Characters)
4. What challenge(s) arose and how did you address these challenge(s)? (2250 Characters)
5. Describe the Marketing/Design concept including creative elements. (2250 Characters)
6. Explain how the Marketing/Design integrated into the overall event. (1125 Characters)
7. Describe the process for measuring the success of the Marketing /Design concepts. (1125 Characters)
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. (4500 Characters)

*Please review the Esprit Rules and Submissions Document for the complete requirements for entering the awards, specifically regarding the inclusion of your event budget and collateral.*

*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.*