



More than a trophy: An ISES Esprit Award (right) is also a marketing and morale tool.



## Why Do the ISES Esprit Awards Matter?

By Gwen Helbush, CWC

Since 1995, ISES has acknowledged the outstanding work by its membership through the ISES Esprit Awards®. The awards celebrate the best of the best in multiple categories that span all ISES members' disciplines.

The ISES Esprit Awards program was developed to showcase, acknowledge and honor the special event industry's finest examples of creativity, planning, strategic management, resourcefulness and successful solutions. The ISES Esprit Awards program has carried out the same mission—to celebrate and honor the talents and contributions of ISES members in the special event industry.

It is my honor to serve as the chair of the 2010-2011 ISES Esprit Awards Committee. Naturally I think the Esprit Awards matter—the more important question is, why should you?

In a recent survey of past Esprit Award nominees and recipients, 65 percent said being nominated for an ISES Esprit Award helped their business. That's right, just being nominated!

How, you ask? They used their nominations and wins for marketing, to impress clients, improve staff morale, attract the media and boost their professional confidence.

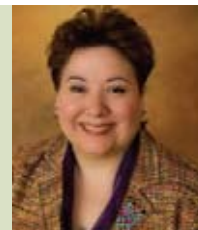
In other words, it's a differentiator: They are good and they can prove it. Now more than ever, proving your worth to a client is the difference between a signed contract and a going-out-of-business sign.

Awards are something clients can understand. Telling current and potential clients that you have been nominated and/or won an ISES Esprit Award is another way to help them say yes to your proposal. They want to work with the best; you can tell them all day you're the best, but being able to show it is more than talk—it is a competitive edge money can't buy.

A motivated, energized staff can make a huge difference in the success of any business, and the Esprit Award process can be a team-building and education tool for your staff. The entry process requires you look at an event with fresh eyes. You must analyze and explain the event: the how and whys of your planning process. Explain and present why your work is the best. A comprehensive review is a priceless tool to help your staff understand their jobs and why each member of the team is so important.

Awards have glamour, and let's face it, people like glamour—they understand it, they value it. Our friends in the media salivate over it; anything you can give them to help them focus on your business is worth its weight in gold. A story about your company, how and why you were nominated or won the award, and about the event you won the award for practically writes itself.

Being nominated for an award is thrilling. Winning puts you over the moon; it affirms that you are great at what you do. Most of us in the special event industry work in a bubble—we concentrate on our clients and our businesses, we think we are good at what we do, but how do we know for sure? Yes, staying in business means we must be doing something right and, of course, our clients' praise and



Name: Gwen Helbush, CWC  
 Company: Where To Start Inc.  
 Wedding and Event Management  
 Address: P.O. Box 43  
 Newark, CA 94560 USA  
 Phone: 510/795-9072, ext. 101  
 Website: [www.wtsevents.com](http://www.wtsevents.com)