

What Has Winning Awards done for T. Skorman Productions?

By Connie Riley, CSEP, ISES Esprit Award Winner

T. Skorman Productions, Inc. is the proud recipient of six ISES Esprit Awards and three Special Event Gala Awards. They have also provided entertainment as a supporting player for more than twenty-five Award Winning Events!

To understand what the recognition of an Esprit Award means to our company, I found myself reflecting back to 1995. This was the year we received our first Esprit Award, the first tangible acknowledgement for a job well done! I can remember the excitement at our table and the wide smiles as the Best ISES Team stood on stage to accept their Esprit Award.

Our talent agency had been in Orlando for more than 15 years by 1995, but our move into the special event industry was an unknown market segment for us. Many of our staff had been musicians, performers and technicians, some performing in nightclubs, some in theater. This background created an opportunity to view the industry not only from the clients' perspective, but also from the performers' perspective. This dual view has served us well.

Though we had been ISES members for 5 years and we attended the conferences searching for our connection to this industry, acceptance did not come quickly. For a long time, we were viewed as a mere local booking agency. With our 15-year history as one of the country's top nightclub agencies, we were also categorized as a "band" agency, a label that remains with us to this day.

Eventually, through our participation in the local ISES leadership (I was the second chapter President for Orlando), as well as consistent attendance to the annual Conference for Professional Development (known today as the Eventworld Institute), we began to receive invitations to work with some event industry leaders on larger events, and events outside the Florida area. Our clients recognized that having someone on their team that specialized in producing and handling entertainment brought value to their events.

Their faith, coupled with our quest for entertainment perfection, helped catapult our company into national prominence, and a larger potential audience. No longer did prospective clients look at us as a regional supplier. T. Skorman had become a valuable resource for high profile events around the world.

Capitalizing on our newly earned recognition, we continued to grow. Reaching for greater challenges led us to co-produce both the Opening Night Party and the Gala Awards Celebration for The Special Event in 1999. Soon after, I had the honor of being elected to my second term on the International Board of Governors, which was quickly followed by our acceptance to repeat the challenge of producing both events for the Special Event 2003.

What does winning an Esprit Award mean to us? Winning an Esprit Award has given us a stage, a presence in our industry. Participation as an award winning team member has allowed us to continually grow with the industry. It encouraged us to take chances, build new entertainment products and made our name visible to both our current and future clients. This award provided us with an introduction to enter into new ventures because we had proven that we assisted our clients to achieve their vision.

But winning awards is also a dual edged sword. Celebration is something that happens on awards night only. Our industry dictates that “you are only as good as your last show” and that “basking in the glory” increases vanity, not knowledge. As one of our favorite clients reminds us, “The moment you think that your entertainment (or enter your product here) is more important than my event, is the last time your work with me!”

We are grateful to our clients for giving us these opportunities, as we continue to strive to become better event professionals. And whenever we're feeling down, or overwhelmed, we are reminded how fortunate we are by simply looking at our shelves of awards. This reminder allows us to pick ourselves up, deliver excellence to our clients, and “Go for the Globe!”