

## Event Categories:

### ***Eligibility for Event Categories:***

Entries into all Event categories must be delivered in New Zealand and owned by a New Zealand resident business, unless the specific eligibility criteria state otherwise. All entries must relate to events that occurred within the qualifying period (the event either started or concluded between **1 March 2016 and 31 March 2017 inclusive**).

### Best Community Event of the Year

The Award recognises excellence in an event delivered to meet local community needs or provide an enhanced experience to the target audience.

### Best Regional Event of the Year

The Award recognises excellence in an event which has a regional impact attracting audiences and stakeholder support outside the local community and across the region.

### Best National Event of the Year

This Award recognises excellence in a NZ-owned major event. The event has established itself in the events calendar and is targeting and attracts an international or national audience that is outside the region it is held in.

### Best International Event of the Year

This Award recognises the successful hosting and/or delivery of an international event in New Zealand. The rights to the event will generally be owned by an international body with a local delivery partner or local organising entity established specifically for the event.

### ***Judging Criteria:***

Each entry must begin with a standardised overview of the event so judges can understand why the event was created, when it first began, the scale of the event, content, audience and participants (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Strategy and Objectives (20%)**
  - a. What did success look like when you started planning the event? This may include desired outcomes for audience, sustainability, media, or profit for example.
  - b. What was your strategy to achieve these outcomes?
2. **Engagement (20%)**
  - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution (20%)**
  - a. How does this event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, marketing or health and safety for example.
4. **Effectiveness (20%)**
  - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver these? In other words, did you achieve what you set out to do?
5. **Excellence (20%)**
  - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental and infrastructure) contribute to the event's success?
  - b. Why should this event win over and above other events?