

Best Event Marketing 2019

The Award:

This award celebrates excellence in event marketing by organisations and contractors that support or promote events. Marketing budget/organisation size is irrelevant.

Who should enter?

Organisations or contractors who design and implement marketing for events including promotion and publicity. This may include specialist PR and marketing organisations, corporate marketing teams, media agencies, event owners or event sponsors.

Eligibility:

Entries must be related to an event or series of events delivered in New Zealand and owned by a New Zealand resident business. Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **1 August 2018 and 1 September 2019 inclusive**).

Judging Criteria:

Each entry must begin with a brief overview of the event so judges can understand why the event was created, who was involved, 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 based on the following criteria:

1. **Product or Service Delivered** (15%)
 - a. Describe the event that you were asked to deliver the product or service to? What were the goals of the event manager in asking you to deliver that product or service?
2. **Leadership and Innovation** (15%)
 - a. How did your organisation show leadership and innovation in the delivery of goods/services?
 - b. How did your organisation contribute to the event's success? i.e. how you helped achieve the event manager's goals above.
3. **Degree of Difficulty** (15%)
 - a. Give examples of the issues you had to overcome to deliver a positive outcome.
4. **Customer Experience / Client Service** (15%)
 - a. Describe how the client/customer benefitted from the improvements or offerings you made?
 - b. How did you deliver customer experience / client service over and above the norm?
5. **Testimonials** (15%)
 - a. Please provide two testimonials (maximum 250 word count per testimonial) from the event company addressing why you should win over and above other suppliers?
6. **Commitment to sustainability** (15%)
 - a. What is your commitment to sustainability?
 - b. How did you demonstrate this?
7. **Judges discretion** (10%)