

Best COVID-19 Response for an Event 2021



The Award:

This award recognises an exceptional response to challenges posed by the COVID-19 pandemic within the qualifying period.

Who should enter?

Organisations that own, deliver or manage events that were delivered, postponed, cancelled or re-scoped due to COVID-19.

Eligibility:

Entries must be related to an event. The event must have been delivered, or scheduled to have been delivered, in New Zealand and owned by a New Zealand resident business. The event must have been scheduled to have either started or concluded between **2 September 2019 and 5 April 2021 inclusive**. Events of all sizes and budgets are eligible to enter this category. Events must have been impacted by the COVID-19 pandemic in a way that necessitated significant adaptation.

Judging Criteria:

Each entry must begin with a standardised overview of the event so judges can understand key information about the event (purpose, content, history, scale, audience and participants) and how the event was impacted by, and responded to, the COVID-19 pandemic (maximum 500 word count).

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

1. Strategy and Objectives (25%)

- a. What did success look like when you started planning the event? This may include desired outcomes for audience/sponsor/volunteer engagement and satisfaction, awareness raising, media/profile, and/or profit, driving domestic visitation / contribution to regional GDP, for example.
- b. How did your strategy change to achieve these outcomes? Please detail the operational response and the impact of your shift in strategy – i.e. budget, audience, etc.

2. Engagement (15%)

- a. Who are the various stakeholders involved in your response (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?

3. Execution (15%)

- a. What were the stages of your response? Who drove the change?
- b. How does your response 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 (15%)

- a. What were the key measures set for each of the items that you outlined in number 1 above and did the response deliver on these? In other words, did your response achieve what you set out to do? Provide evidence of your measurable outcomes where possible.

5. Excellence (15%)

- a. How was excellence, in your own terms (e.g. leadership, innovation, unique selling points and legacy outcomes- including broader economic / community / environmental impact, awareness raising, infrastructure, regional identity/pride outcomes) demonstrated in your COVID-19 response?
- b. Why should this event response win over and above other events?

6. Commitment to sustainability demonstrated in the response (5%)

- a. What is your event's commitment to sustainability? Note that your response should include environmental sustainability (e.g. mitigation strategies to limit the negative impact on the environment/reduce the impact on climate change), economic sustainability (e.g. financial stability, managing resources, etc. to ensure long-term viability), and social sustainability (e.g. governance, stakeholder relationships, social legacy outcomes, etc).
- b. How did you demonstrate this?

7. Judge's discretion (10%)