

Best Event Creative 2021



The Award:

This award celebrates excellence in creative concepts for events e.g. graphic design, design & build, design, theming, etc.

Who should enter?

Organisations that own, deliver, or manage events or organisations or individuals who are contracted to deliver on creative briefs for events. Note, if you were contracted to deliver creative services, you should enter with the approval of the event owner.

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 **2 September 2019 to 5 April 2021 inclusive**).

Judging Criteria:

Each entry must begin with a brief overview of the event and creative brief 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 creative concept to? What were the goals of the event manager in asking you to deliver that concept?
2. **Leadership and Innovation (15%)**
 - a. How did you/ your organisation show leadership and innovation in the delivery of the creative concept?
 - b. How did you/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. This may include elements such as budgeting, marketing, responding to the COVID environment, health and safety, for example.
4. **Customer Service (15%)**
 - a. Describe how the client/customer benefitted from the improvements or offerings you made?
 - b. How did you deliver customer service over and above the norm?
5. **Testimonials (15%)**
 - a. Please provide two testimonials (maximum 250 word count per testimonial) from the event company, or other key stakeholder, addressing why you should win over and above other suppliers?
6. **Commitment to sustainability (15%)**
 - a. What is your commitment to sustainability (environmental, economic and social/governance)? 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 your creative concept demonstrate this?
7. **Judge's discretion (10%)**