

Best Music or Entertainment Event 2019

The Award:

This award celebrates excellence in events that are focused on music or entertainment to a target audience. Can include festivals, performances, touring and inhouse events, one-off shows or short run and series events. Event budget/organisation size is irrelevant.

Who should enter?

Organisations that own, deliver or manage music or entertainment events.

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. **Strategy and Objectives** (15%)
 - a. What did success look like when you started planning the event? This may include desired outcomes for audience, awareness raising, media, or profit, for example.
 - b. What was your strategy to achieve these outcomes?
2. **Engagement** (15%)
 - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution** (15%)
 - 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** (15%)
 - 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? Provide evidence where possible.
5. **Excellence** (15%)
 - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental, awareness raising and infrastructure outcomes) contribute to the event's success?
 - b. Why should this event win over and above other events?
6. **Commitment to sustainability** (15%)
 - a. What is your event's commitment to sustainability?
 - b. How did you demonstrate this?
7. **Judges discretion** (10%)