

# 2017 Awards Guidelines

**Complete rules, submission  
and category information**

**EPIC**  
*Awards*  
EVENT PROFESSIONALS INDUSTRY CLASS AWARDS  
PRESENTED BY THE MICHIGAN CHAPTERS OF ABC, ISES, & NACE

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## GENERAL RULES & GUIDELINES

### Eligibility

- Entrant's company must be located in Michigan.
- The event must have occurred between January 1, 2016 and December 31, 2016.
- Awards are presented to individuals *or* companies. *\*If submitting as an individual, the person submitting must hold the membership, for companies, it can be anyone at the company that is a member.*

### Entry Fees

- **NACE, ILEA or ABC Members:** NACE, ILEA or ABC members may submit one entry per category per membership for which it is eligible to enter at no charge. Additional entries may be submitted at a fee of \$50 per entry. Each event may be submitted into a maximum of three categories.
- **Non-Members:** Non-members may submit entries at a fee of \$100 per entry. Each event may be submitted into a maximum of three categories.
- **Best Team Event:** There is a \$100 fee for each team member beyond 5.
- **Fee Due Dates:** All fees are due by February 16, 2017.
- **Fee Payment:** Fees must be paid online via credit card. Visit [www.MichiganEpicAwards.com](http://www.MichiganEpicAwards.com) to make a payment.

### Due Date

Entries must be received by February 15, 2017 at 11:59 p.m. Entries received after this deadline will be disqualified. Extensions will not be made for technical errors. It is the responsibility of the awards submitter to ensure that their email account has the capability of sending a large enough file to support the entry.

### Disqualification

Entrants will not be notified of disqualification and fees for disqualified entries are nonrefundable. Entries will be disqualified for failure to comply with the stated rules or for not meeting eligibility requirements. Entries that have fees required that have not been paid by the deadline will be disqualified. Entries submitted that are incomplete will be disqualified (missing items such as entry form, written description, required photo, other required documents such as budget, etc.).

### Judging and Merit

Judges will be selected by the boards of a sister chapter of ABC, ILEA, or NACE, and will remain completely anonymous throughout the judging process. The nominees and winners of any given category are based on merit as determined by the panel of judges and are not based upon the number of entries received in that category. There may not be nominees in every category. The judges' decision is final.

### Awards Presentation

All awards will be presented during the 2017 EPIC Awards on March 30, 2017. Transportation and tickets to the ceremony are the sole responsibility of entrants. All entries are the property of ABC, ILEA & NACE. Photographs and materials in the entry may be used by ABC, ILEA & NACE for promotional or other purposes.

## Guidelines for ALL Entries Submitted

- **Collateral** – Collateral should creatively provide the judges with a comprehensive understanding of the submission. Each entry may contain up to 2 pages of collateral, or one page of collateral and one video file (3 minute maximum length). Collateral may include but is not limited to: photographs (multiple photos on a page are permitted), diagrams, menu, place cards, BEO, floor plan, invitation, video file, and marketing materials.
- **Anonymity** - Entrant's name, company name or logo must not appear or be referenced anywhere in the entry except on the official entry form, or the entry will be disqualified. Entries containing samples of invitations, press releases, videos, or other collateral material that include references to persons or companies executing the event must be blackened out. *\*In the case where the event itself was a branded event showcasing a particular organization or company, the anonymity clause will be waived.*
- **Max Entry Per Event** - Each event may be entered into a maximum of three categories, but of those three categories, only one may be in Event Planning. Every entry must be submitted separately for each category

## How to Submit

*Each entry must be presented as follows. Any entries that fail to comply with the below guidelines or include all pieces will be disqualified.*

- All entries are due by 11:59 p.m. on February 15, 2017
- All entries must be submitted via e-mail at [submitEPIC@gmail.com](mailto:submitEPIC@gmail.com)
- The e-mail subject line must include the entry's category title and event name  
*Subject Line Example: Table Top Design, Emerald Isle*
- Each entry must be sent in a separate e-mail, only one entry per email will be accepted
- Fees must be paid by February 16, 2017. Visit [www.MichiganEPIC Awards.com](http://www.MichiganEPIC Awards.com) to pay fees

**Each entry e-mail must include the following attachments, and each attachment should be individually labeled with the type, category title and event name:**

1. **Entry Application** - The one-page entry application form  
*Document label example: Application, Table Top Design, Emerald Isle*
2. **Entry PDF** – The entry, including all collateral other than video, must be contained to a single pdf; multiple documents will not be accepted. This should include a page with the written portion of the entry, as well as the collateral for the entry. Collateral should be a maximum of two pages long, or one page and one video \*Please see guideline above  
*Document label example: Entry, Table Top Design, Emerald Isle*
3. **Photo** - One jpeg photo (300 dpi or greater) that summarizes your entry.  
*Document label example: Photo, Table Top Design, Emerald Isle*
4. **Category Required Additional Documents** – Some categories require additional documentation be submitted, such as a budget or video file. Please thoroughly review the requirements listed under each category description for this information.  
*Document label example: Video, Event Videography, Emerald Isle*

## Questions?

Any questions on award submissions can be directed to: [SubmitEPIC@gmail.com](mailto:SubmitEPIC@gmail.com).

## BEST TEAM EVENT

*Note that one award will be provided for each eligible team member, up to 5 members. There is a \$100 fee for each member beyond the 5, and this is to cover the cost of the award.*

### WHO CAN ENTER

- Only members of ABC, ILEA, NACE and MPI may enter this category
- The team must include a combination of at least three (3) members, however no more than one person from a company may be listed as part of the team
- Only ONE submission is required, however it must include all team member information requested or the entire submission will be disqualified

### JUDGING CRITERIA

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

#### **Questions: 60 points**

Submit ONE document for the team that lists and answers the following essay questions with a 2,200 word maximum:

1. Describe the event and the services provided by the team. (10)
2. What were the client's goals? (10)
3. What were the objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. How did the design of the services relate to the overall event? (10)
6. Describe how the event demonstrated innovative ideas or elements. (10)

**Responsibility Matrix: 10 points** – Entry will be disqualified if the responsibility matrix is not provided. For each member beyond the three required, 5 additional points will be awarded in this section.

- The Responsibility Matrix template must be filled out and include the information for each team member in the submission (*this is a separate document from the entry form and can be found on the website*). The matrix consists of two columns – one for the names/companies that were team members, the other for the description of responsibility of each of those team members.
- The Responsibility Matrix is a separate required document and not considered one the 2 items of collateral.

# EVENT PLANNING

## CATEGORIES

- Best Wedding with Event Budget over \$75,000
- Best Wedding with Event Budget between \$25,000-\$74,999
- Best Wedding with Event Budget under \$25,000
- Best Social Event
- Best Corporate Event
- Best Non-Profit/Community Event/Fundraiser

***\*Note that an event may be entered for only one of the Event Planning Categories. The same event may not be entered for multiple Event Planning categories.***

## WHO CAN ENTER

Event planners, producers & coordinators; meeting planners; wedding consultants; party planners; facility & venue managers; institutions, circuses & carnivals, sporting events, concerts, convention & expo service managers; destination management services, incentive travel companies and other entities that provide these services for the events industry.

## JUDGING CRITERIA

### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

### **Questions: 60 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. How did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (10)
6. How did the event demonstrate innovative ideas or elements? (10)

**Budget (required for wedding categories only): 10 points** – entries will be disqualified a budget is not provided

- Budget must be in the official template provided (*this is a separate document from the entry form and can be found on the website*)
- Budget must account for everything listed in the official template, even if the amount is zero
- Any products and services not procured through the applicant must be estimated at current market value
- If any budgeted items were discounted or comped (such as for an industry event), the budget must be based on the retail value of the items used
- Budget is a separate required document and not considered one of the 2 items of collateral

## EVENT DESIGN

### CATEGORIES

- Best Themed Event Décor
- Best Tabletop Design

### WHO CAN ENTER

The entity responsible for creating and producing the design, including, but not limited to: Event designers; floral designers, prop, scenery & display designers; balloon artists, artists in other media; linen companies; caterers & bakeries.

### JUDGING CRITERIA

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

#### **Questions: 60 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. How did the event demonstrate creative dynamics with the theme decor and with the rental related items such as tables, chairs, linens, etc.? (10)
6. Describe how the design was visually exciting, innovative or dynamic. (10)

## EVENT CUISINE

### CATEGORIES

- Best Event Cuisine
- Best Cake or Confection

### WHO CAN ENTER

Caterers, either off-premise or in-house, including specialty bakeries, confectioners, restaurants, facility operators, hotels, clubs, and any other entities that provide food to the special events industry.

### JUDGING CRITERIA

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

#### **Questions: 60 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. Describe how the event demonstrated exemplary culinary skills and presentation. (10)
6. Describe how the presentation enhanced and complemented the theme of the event. (10)

## BEST EVENT DETAILS

### WHO CAN ENTER

Producers and designers of event collateral, invitations, announcements, signage and novelties, tenting, event props, and any other professionals providing design services for the special events industry.

### JUDGING CRITERIA:

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

#### **Questions: 60 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. Was the design/production consistent with the event theme? (10)
6. Does the collateral provided illustrate the value of the design to the overall event? (10)

## BEST ENTERTAINMENT

### WHO CAN ENTER

Producers, choreographers, designers of entertainment, talent buyer, entertainers, disc jockey services, interactive services, photobooths, and other related fields. For all Entertainment categories, a video up to three minutes in length is acceptable as one piece of collateral.

### JUDGING CRITERIA

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

#### **Questions: 60 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. Describe how the entertainment was consistent or enhanced the event theme? (10)
6. How did the event demonstrate innovative ideas or elements related to technical production and entertainment? (10)

## BEST VISUAL ARTISTRY

### WHO CAN ENTER

Photographers & Videographers

### JUDGING CRITERIA

#### **Event Collateral: 10 points**

Judges will score based on the creative value and quality of the event collateral provided in the entry.

Videographers are required to include a video up to three minutes in length as one piece of collateral.

#### **Questions: 70 points**

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. Do the images reveal the important event elements, including design, production, catering, entertainment, activities, and audio-visuals? (10)
6. If any images are digitally altered, what was the purpose and extent of the changes? (10)
7. Describe how technical skill was demonstrated and used to make the images/videos visually exciting. (10)



# BEST TECHNICAL PRODUCTION

## WHO CAN ENTER

Companies providing staffing, rental equipment, tents, lasers, lighting, special effects, pyrotechnics, audio-visual, transportation, valet, graphic designers, and any others providing technical, logistical, or design services for the special events industry.

## JUDGING CRITERIA:

### Event Collateral: 10 points

Judges will score based on the creative value and quality of the event collateral provided in the entry.

### Questions: 60 points

List and answer the following essay questions with a 2,200 word maximum:

1. Describe the event and the services you provided (10)
2. What were the client's goals? (10)
3. What were your objectives for services & how were they accomplished?(10)
4. What was the degree of difficulty and how were any challenges or obstacles overcome? (10)
5. Describe how the design/production consistent with the event theme. (10)
6. Describe the technical skill demonstrated and how it contributed to success. (10)

## INDUSTRY AWARDS

### CATEGORIES

- Catering Professional of the Year
- Event Professional of the Year

### WHO CAN ENTER

**CATERING PROFESSIONAL OF THE YEAR** –NACE, ILEA, or ABC members only; members must work for catering facilities, either off-premise or in-house, including specialty bakeries, restaurants, facility operators, hotels, clubs, and any other entities that provide food to the special events industry.

**EVENT PROFESSIONAL OF THE YEAR** – NACE, ILEA, or ABC members only; non-caterers and non-food-related vendors, supporting in the events industry.

*Note – These are individual member awards and cannot be awarded to a company. Any nominations of an entire company will be disqualified.*

### NOMINATION & SUBMISSION PROCESS

- Nominations will be accepted via an online portal from December 1 through December 31. Emails will be sent to all ABC, ILEA & NACE members during this time soliciting nominations.
- Nominees will be informed of their nomination by January 3, 2017 via email or telephone.
- Nominee must then put together their entry and submit it by 11:59 p.m. on February 7, 2017.  
*\*Note that for these categories, the nominee's name does not need to be anonymous, being that a part of the submission process includes letters of recommendation.*

### JUDGING CRITERIA (Total of 110 points)

*\*Note that for these categories, the nominee's name does not need to be anonymous, being that a part of the submission process includes letters of recommendation.*

#### **Submission Collateral: 20 points**

- Two letters of recommendation must be attached. References may include people such as a client, manager, industry-related professional; family members and subordinates may not be references. Reference explain their relationship to the nominee in their letter. (20)
- A jpeg headshot (300 dpi or higher) of nominee must be included a separate document. (0)

#### **Questions: 90 points**

List and answer the following essay questions with a 3000 word maximum:

1. List the number of chapter meetings and industry events participated in past year, with descriptions of any special involvement, special services provided, or special training (10)
2. List any involvement in professional committees, industry or non-industry related (10)
3. Describe leadership roles or involvement in industry-related groups (10)
4. Describe community/community service involvement, and if this promoted the events industry in a positive light (10)
5. Describe of your participation in innovative events, menus, and concepts that have helped advance the events industry in the past year (10)
6. Describe articles published, publicity, or newsworthiness within the past year(10)
7. Describe why your professional organization (NACE, ILEA or ABC) is important to you, your vision for its future, and your vision for the industry (30)

## CHAPTER AWARDS

### ILEA PRESIDENTIAL AWARD

This is an award for ILEA members only; the winner of this award is selected by the president of ILEA

### NACE RISING STAR AWARD

This is an award for NACE student members only; the winner of this award is selected by the NACE student advisor

### NACE MICHAEL HAVENS AWARD

#### NOMINATION & SUBMISSION PROCESS

Nominations will be solicited from all NACE members via email during the month of December by the Immediate Past President. Once collected, the nominees will be contacted by January 3, 2017 and informed of their nomination. Nominee must then put together their entry and submit it by February 7, 2017. For these categories, the nominee's name does not need to be anonymous, being that a part of the submission process includes letters of recommendation. Nominees must be a member in good standing for at least 3 consecutive years to be considered for the award.

*Previous Michael Havens Award Winners are not eligible; previous winners include: Kate Montgomery, Keri Dinica, Jessica Brooks, Mark Ephraim, Ryan Koral, Robin Bosma, Todd Lloyd, Liz Bakunovich, Joan Kacir, Debbie Heuchert, Stephen Stawicki, Bill Hamilton, & Elizabeth Leiderman.*

#### JUDGING CRITERIA (Total of 160 points)

##### **Submission Collateral: 20 points**

- Two letters of recommendation must be attached (20)
- jpeg headshot (300 dpi or higher) of nominee must be included a separate document

##### **Questions: 140 points**

List and answer the following essay questions with a 3000 word maximum:

1. List examples of member commitment and dedication to NACE throughout membership (20)
2. List and describe leadership roles held within NACE (20)
3. List and describe examples of mentorship within NACE (20)
4. Describe why NACE is important to you, your vision for its future, and your vision for the industry (20)
5. List the number of chapter meetings and industry events participated in past year, with descriptions of any special involvement, special services provided, or special training (10)
6. List any involvement in professional committees, industry or non-industry related (10)
7. Describe involvement in leadership in other industry-related groups (10)
8. Describe community/community service involvement, and if this promoted the events industry in a positive light (10)
9. Describe of your participation in innovative events, menus, and concepts that have helped advance the events industry in the past year (10)
8. Describe articles published, publicity, or newsworthiness within the past year(10)