

ILEA 2020 Texas Star Awards Categories & Criteria

BEST CATERED EVENT

The best catered event category honors culinary excellence in catering: either on or off-premise. Eligible entrants include caterers, specialty bakeries, restaurants, facility operators, hotels, or any other entity that provides food and beverage to an event.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s catering goal Client’s catering vision Event theme Purpose/need of catering style / menu selection This answer must be purposefully answered and not a generic response. Ex: Goal was to feed attendees. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral. Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format ❖ Development <ul style="list-style-type: none"> This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues 	7500

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	Venue challenges Schedule challenges Safety needs	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event’s development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST EVENT FILMMAKING (VIDEOGRAPHY)

This category honors excellence in event filmmaking (videography). Eligible entrants are videographers or event professionals who produced a video(s) for a business-related purpose(s).

NOTE: Multi-media collateral is required for this category.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s videography goal Client’s videography vision Event theme Purpose/need of videography service This answer must be purposefully answered and not a generic response. Ex: Video was to be used to advertise for next year’s annual event. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral. Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format ❖ Development <ul style="list-style-type: none"> This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. 	7500

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	<ul style="list-style-type: none"> ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multi-page piece such as a timeline or production schedule will each be considered one piece.

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Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. **This upload is required for Best Event Filmmaking and Technical Production entries and is optional for all other categories.**

Limit: 1, no longer than 10-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST EVENT PHOTOGRAPHY

This category honors excellence in event photography. Eligible entrants are photographers or event planning professionals who produced photographs for a business-related purpose(s).

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: • Client’s photography goal • Client’s photography vision 	3000

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	<ul style="list-style-type: none"> • Event theme • Purpose/need of photography service • This answer must be purposefully answered and not a generic response. • Ex: Goal was to use the photos throughout a social media campaign post-event as well as to use for print advertising. 	
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format. <p>❖ Development</p> <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: <ul style="list-style-type: none"> • Follow-up with client about success/challenges of the event • Client survey • Attendee survey • Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

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Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

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BEST MARKETING / DESIGN COLLATERAL CATEGORIES

These categories honor excellence in marketing/design. Eligible entrants include producers and designers of event marketing collateral. Eligible collateral includes advertising, promotional pieces, invitations, event signage, social media campaigns, websites, e-invitations, media lounges, etc.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: Goal was to promote the event on social media through a blitz to increase attendance. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format ❖ Development <ul style="list-style-type: none"> This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. 	7500

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	<ul style="list-style-type: none"> ▪ Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST EVENT LOGISTICS & SUPPORT SERVICES

This category honors excellence in logistics and event support services. Eligible entrants include but are not limited to tenting, transportation, crowd control, risk management, and/or other specialty services.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. • Ex: Goal was to create a newly designed yet functional seating area for guests to be able to take notes of the presentation but also collaborate with other colleagues. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral. • Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. 	7500

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	<ul style="list-style-type: none"> ❖ Pre-Production <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multi-page piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, name-tags and signage. Each photo is considered one item (including pictures in inspiration boards). A multi-page piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST EVENT SOLUTION

The best event solution honors an event professional that has met and overcome significant or unique event challenges such as unusual or difficult client demands, locations, logistics and/or time frames in the planning, production or execution of an event. **Limited budgets do not qualify as an award worthy challenge. This category must refer to an event and not a product.**

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. 	3000

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	<ul style="list-style-type: none"> Objective/goal/purpose can be but is not limited to: Client's goal Client's vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: The goal was to serve fresh sushi containing raw fish at a location that was nowhere near the coast. 	
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

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Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST TECHNICAL PRODUCTION

This category honors excellence in special event technical, design or execution services. Eligible items include but are not limited to lighting, audio visual, multi-media, staging and special effects.

NOTE: Multi-media collateral is required for this category.

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2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: The goal was to synchronize the lighting and pyrotechnics to the music. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral. Ex: photos, charts, menus, time lines, etc. 	7500
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Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, name-tags and signage. Each photo is considered one item (including pictures in inspiration boards). A multi-page piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST EVENT DESIGN / DÉCOR CATEGORIES

These categories recognize excellence in event design. The Event Design/Décor categories are open to any event professional whose products or services contribute to the look and feel of an event. Design/Décor products or services include, but are not limited to theme décor, floral/plant design, props, scenery, display design, draping, furniture, linens, rentals.

- Best Event Design / Décor (Under \$25,000)**
- Best Event Design / Décor (\$25,000 - \$75,000)**
- Best Event Design / Décor (Over \$75,000)**

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. • Ex: The goal was to create a carnival theme inclusive of interactive carnival entertainment and games. 	3000

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3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

Management Collateral: Consists of documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST ENTERTAINMENT PRODUCTION CATEGORIES

These categories honor excellence in entertainment production. Eligible entrants include entertainment producer, choreographer, designer, event professional or the performers of event entertainment.

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- Best Entertainment Production (Under \$25,000)
- Best Entertainment Production (\$25,000 - \$75,000)
- Best Entertainment Production (Over \$75,000)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

NOTE: If entrant is a 3rd party sourced vendor, client’s overall goals/vision/objectives may not be Communicated — therefore, a more generic response within question 2 may be appropriate.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s entertainment goal Client’s entertainment vision Entertainment theme Purpose of entertainment • This answer must be purposefully answered and not a generic response. • Ex: Our goal was to fulfill the client’s entertainment need by providing the specific cast requirements. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral • Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format ❖ Development <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. 	7500

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	<ul style="list-style-type: none"> ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST CORPORATE EVENT CATEGORIES

The best corporate event categories honor excellence in the planning and execution of a corporate event. Eligible entrants include corporate event planning professionals, facility or venue managers, producers and managers of events for corporations. Events in this category may include, but are not limited to, company celebrations, and employee or client appreciation celebrations etc. **Events entered in corporate categories may not be cross entered in social, non-profit or wedding categories.**

- Best Corporate Event (Under \$75,000)**
- Best Corporate Event (\$75,000 - \$150,000)**
- Best Corporate Event (Over \$150,000)**

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. 	3000

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	<ul style="list-style-type: none"> Ex: "Goal was to plan a team building event for new branch to bond with current employees." 	
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

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BEST EVENT FOR A NON-PROFIT ORGANIZATION CATEGORIES

These categories are open to event professionals and other entities that provide not for profit event and development planning services. Events in this category may include but are not limited to, fundraisers, association and donor events. **Events entered in this category may not be cross entered in corporate, social or wedding categories.**

- Best Event for a Non-Profit Organization (Under \$75,000)**
- Best Event for a Non-Profit Organization (\$75,000 - \$150,000)**
- Best Event for a Non-Profit Organization (Over \$150,000)**

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. • Ex: “The goal was to raise over \$50,000 for the cause through the use of emotional enticement.” 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral • Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format ❖ Development <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. 	7500

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	<ul style="list-style-type: none"> ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event’s development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multi-page piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST PUBLIC EVENT

This category honors excellence in planning and implementing public events. Eligible entrants include public event planning professionals or other entities that provide these types of public event services. Events in this category may include, but are not limited to, street fairs, festivals, trade-shows, concerts, sporting events.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. • Ex: “The goal of the event was to increase attendance to over 5000 attendees.” 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral • Ex: photos, charts, menus, time lines, etc. 	7500

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4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format <ul style="list-style-type: none"> ❖ Development <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.
Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.
Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.
Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST SOCIAL EVENT CATEGORIES

These categories recognize excellence in planning private occasions. Eligible entrants include consultants, event professionals, facility managers other entities that provide social event experiences. Events in this category include but are not limited to bar/bat mitzvahs, personal celebrations, Milestone birthdays etc. NOTE: Weddings are not eligible in this category; see Best Wedding Category. **Events entered in social categories may not be cross entered in corporate, non-profit or wedding categories.**

Best Social Event (Under \$25,000)
Best Social Event (\$25,000 - \$75,000)
Best Social Event (Over \$ 75,000)

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NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: The goal of the event was to entertain the attendees while honoring the birthday girl. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event’s development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST WEDDING CATEGORIES

This category recognizes excellence in wedding planning services. Eligible entrants include wedding planning professionals and other entities that provide wedding planning services. **Events in this category are limited to Weddings only and day of wedding events only.**

- Best Wedding (under \$75,000)**
- Best Wedding (\$75,000 - \$150,000)**
- Best Wedding (over \$150,000)**

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> • This is a general overview of the event, products and/or services entrant provided. • This question should act as the “hook” to capture the reader’s attention. • This should be like a movie trailer or a TV guide synopsis of the entry. • This should be a short paragraph(s) describing the overall event product/service. • Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. • Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event • This answer must be purposefully answered and not a generic response. • Ex: The goal of the event was to give the attendees and experience they would never forget and to set this wedding apart from other traditional Dallas weddings. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> • This answer should illustrate the full scope of the event and the products/services provided. • This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. • Specific descriptions should be referenced to the collateral • Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> • This should be written in a short answer or bullet pointed format. • Answer as laid out in the question format 	7500

ILEA 2020 Texas Star Awards Categories & Criteria

<ul style="list-style-type: none"> ❖ Development <ul style="list-style-type: none"> ▪ This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> ▪ Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> ▪ Details from the start to the conclusion of the event. ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
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Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST MEETING / CONFERENCE PROGRAM CATEGORIES

These categories honor excellence in meeting/conference programs. Eligible entrants include meeting and conference planning professionals, destination management companies or other entities that provide these types of meeting/conference services for single or multi-day programs. ***The entry should include BOTH a meeting and special event component.**

Best Meeting / Conference Program (Under \$250,000)

Best Meeting / Conference Program (Over \$250,000)

NOTE: Required budget must be submitted with entry submission and can be referenced within questions.

ILEA 2020 Texas Star Awards Categories & Criteria

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the “hook” to capture the reader’s attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under “Tell the Story” question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: “The goal of the program was to get attendees more involved by utilizing more interactive elements.” 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

ILEA 2020 Texas Star Awards Categories & Criteria

Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

Maximum Number of Event Collateral Files: 20.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc. Each file may not exceed 10 Mb.

Multi-Media Collateral: Consists of content that captures the essence of the event and helps tell the story of the event to the judges. Collateral must be uploaded as a video file or PowerPoint presentation. This upload is required for Best Event Filmmaking and Best Technical Production entries and is optional for all other categories.

Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

Accepted file types include: .mov, .wmv, .ppt. File may not exceed 250 MB

BEST ILEA EVENT VOLUNTEER COLLABORATION

The best ILEA event volunteer collaboration honors event professionals that have added to their Chapter's Education & Programming, Fundraising, or Membership efforts through exemplary events that benefit their local Chapter.

Order	Entrant Questions	Max Characters
1	<p>PREVIEW:</p> <ul style="list-style-type: none"> This is a general overview of the event, products and/or services entrant provided. This question should act as the "hook" to capture the reader's attention. This should be like a movie trailer or a TV guide synopsis of the entry. This should be a short paragraph(s) describing the overall event product/service. Full detail of the event will fall under "Tell the Story" question. 	3000
2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client's goal Client's vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: "The goal of the CSEP education course was to increase CSEP candidates as well as increase the passing ratio through thorough coverage of exam requirements." 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to "paint a picture" of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <ul style="list-style-type: none"> ❖ Development <ul style="list-style-type: none"> This should be information regarding the proposal phase. ❖ Pre-Production <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. ❖ Production <ul style="list-style-type: none"> Details from the start to the conclusion of the event. 	7500

ILEA 2020 Texas Star Awards Categories & Criteria

	<ul style="list-style-type: none"> ❖ Post-Production <ul style="list-style-type: none"> ▪ Details from the conclusion of the event to the completion of the project ▪ Completion includes but is not limited to: Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review ❖ Challenges <ul style="list-style-type: none"> ▪ Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. ▪ If there were challenges, please describe in detail what the challenges were and how they were overcome. ❖ Risk Management <ul style="list-style-type: none"> ▪ Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. ▪ Risk Management situations can include but are not limited to: Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	
5	<p>TEAM</p> <ul style="list-style-type: none"> • This answer should detail out what each team member contributed • Should be written in short paragraph or bullet point format for each member • This should be the breakdown of the “TELL THE STORY” question, reflecting which team member contributed to which task 	7500

Management Collateral: Consists of the documents necessary for pre-planning and production of events. Management collateral supports the entry event's development, pre-production, and post-production. Examples include: floor plans, timelines, contingency plans, production schedules, insurance riders, renderings, BEOs. Each photo is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece.

Maximum Number of Management collateral Files: 10.

Accepted file types include: .jpg, .jpeg, .bmp, .png, .pdf, .doc, .xls. Each file may not exceed 10Mb.

Event Collateral: Consists of the visuals/collateral/products that are used to create look, feel, and experience. Examples include photographs, invitations, menu cards, nametags and signage. Each photo is considered one item (including pictures in inspiration boards). A multipage piece such as a menu or program will each be considered one piece.

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Limit: 1, no longer than 5-minute video/PowerPoint File per entry.

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BEST ILEA TEAM EFFORT CATEGORIES

These categories honor a team of ILEA event professionals who successfully worked together to produce a memorable **NON-ILEA** event in 2017/2018. A minimum of three ILEA members are needed to qualify for this category and Only ONE online entry is allowed for each event. A team leader must be chosen and is responsible for the team's entry. For question 5, each team member must supply their answer to the team leader who will include it in the team's entry.

- Best ILEA Team Effort (Under \$75,000)**
- Best ILEA Team Effort (\$75,000 - \$150,000)**
- Best ILEA Team Effort (Over \$150,000)**

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ILEA 2020 Texas Star Awards Categories & Criteria

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2	<p>OBJECTIVES AND/OR GOALS:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. The details of how the goals/objectives/purposes were achieved should be answered in Execution Section. Objective/goal/purpose can be but is not limited to: <ul style="list-style-type: none"> Client’s goal Client’s vision Event theme Purpose of event This answer must be purposefully answered and not a generic response. Ex: The goal was to create a carnival theme inclusive of interactive carnival entertainment and games. 	3000
3	<p>TELL THE STORY:</p> <ul style="list-style-type: none"> This answer should illustrate the full scope of the event and the products/services provided. This is the one question that enables the entrant to “paint a picture” of the event as if the reader were there. Specific descriptions should be referenced to the collateral Ex: photos, charts, menus, time lines, etc. 	7500
4	<p>EXECUTION:</p> <ul style="list-style-type: none"> This should be written in a short answer or bullet pointed format. Answer as laid out in the question format <p>❖ Development</p> <ul style="list-style-type: none"> This should be information regarding the proposal phase. <p>❖ Pre-Production</p> <ul style="list-style-type: none"> Details from the proposal phase to the start of the event. <p>❖ Production</p> <ul style="list-style-type: none"> Details from the start to the conclusion of the event. <p>❖ Post-Production</p> <ul style="list-style-type: none"> Details from the conclusion of the event to the completion of the project Completion includes but is not limited to: <ul style="list-style-type: none"> Follow-up with client about success/challenges of the event Client survey Attendee survey Internal review <p>❖ Challenges</p> <ul style="list-style-type: none"> Note: there may not have been any challenges that arose for this entry. However, if none, please indicate that there were no challenges to have answered the question. If there were challenges, please describe in detail what the challenges were and how they were overcome. <p>❖ Risk Management</p> <ul style="list-style-type: none"> Note: If no risk management was utilized during the event, then simply detail the contingency plans that were in place for anticipated challenges. Risk Management situations can include but are not limited to: <ul style="list-style-type: none"> Weather plan Staff issues Venue challenges Schedule challenges Safety needs 	7500

ILEA 2020 Texas Star Awards Categories & Criteria

5	<p>TEAM</p> <ul style="list-style-type: none"> • This answer should detail out what each team member contributed • Should be written in short paragraph or bullet point format for each member • This should be the breakdown of the “TELL THE STORY” question, reflecting which team member contributed to which task 	7500
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