



BEST MARKETING/DESIGN COLLATERAL

This category honors excellence in marketing/design. Eligible entrants include producers and designers of event marketing collateral. Eligible collateral includes advertising, promotional pieces, invitations, event signage, etc.

Budget Categories:

- Under \$25,000 USD
- Over \$25,000 USD

Required Questions:

1. Describe the event. (2250 Characters)
2. Outline the client's goals and objectives for the event. (1125 Characters)
3. How did you address these goals and objectives through marketing/design collateral? (2250 Characters)
4. What challenge(s) arose and how did you address these challenge(s)? (2250 Characters)
5. Describe the Marketing/Design concept including creative elements. (2250 Characters)
6. Explain how the Marketing/Design integrated into the overall event. (1125 Characters)
7. Describe the process for measuring the success of the Marketing /Design concepts. (1125 Characters)
8. Describe the Production Management Process for the event as it pertains to Marketing/Design Collateral. Describe each phase of the process including Development, Pre-Production, Production and Post-Production. Address the steps taken to ensure risk management control. (4500 Characters)

Please review the Pace Rules and Submissions Document for the complete requirements for entering the awards, specifically regarding the inclusion of your event budget and collateral.

For all written material, it is strongly recommended that entrants use a word processing program (i.e. Word) first, before entering text into this system. When your content is ready to publish (proof-read, spell checked etc.), copy and paste the text into the text box on the website and format as needed.