

## Frequently Asked Questions

### How do I choose the best event category to enter?

Each event may enter one of the following Event categories:

- **Best Community Event of the Year:** Enter this category if your event's marketing strategy is to attract local participants/audience – i.e. people within a 20km radius of the event venue.
- **Best Regional Event of the Year:** Enter this category if your event's marketing strategy is to attract participants/audience from the wider region – i.e. people within the same region as the venue and perhaps some from neighbouring regions.
- **Best National Event of the Year:** Enter this category if your event's marketing strategy is to attract participants/audience from anywhere in New Zealand and some from overseas.
- **Best International Event of the Year:** Enter this category if your event's marketing strategy is to attract a significant portion of participants/audience from overseas. Your event may be trademarked by an international organisation and you have sought rights to host it in New Zealand.

### What if my event is a series with some of the events outside the qualifying period?

If the majority of the series is within the qualifying period, then that would enable you to enter for the series. If you're not sure, please don't hesitate to email us on [awards@nzaep.co.nz](mailto:awards@nzaep.co.nz)

### Can I enter the same event into more than one category?

Yes, the same event may be entered for more than one category provided only one of those categories is an Event category i.e. Best Community/Regional/National/International Event of the Year. For example, you may enter the same event for Best Regional Event of the Year and Best Sports Event Sponsorship of the Year and Best Supplier for an Event, but you may not enter the same event for Best Regional Event and Best Community Event.

### Can I submit video and photos as part of my application?

Absolutely. If you have video you would like to include in your submission then please host the video on a web page and include the link in your written submission. Please ensure to include any special instructions for judges, i.e. passwords etc. Please submit your photos as individual high res attachments and clearly state any credit that may accompany these (we may use these to profile your event as a finalist).

Remember the judges may not be aware of your event so providing images or a video quickly enables them to get a feel for your event.

### What if my entry exceeds the specified word count?

The word limits will be strictly enforced so please adhere to them. If your submission runs over the specified word counts, only the first 500 words of the executive summary and the first 1500 words of the questions section will be judged. Where testimonials/references are requested, these need to be limited to 250 words each (not all categories require testimonials).

## **What has the consistent feedback been from judges in the past that I should take note of?**

Each year, judges have consistently commented on how many applications simply do not answer the questions. So please ensure you read the questions properly and give the information requested. If you feel there is relevant additional information to include, utilise any spare word count in the opening summary.

Judges have also commented that applicants should clearly demonstrate their success by stating how they achieved their objectives e.g. if the objective was to grow attendance of a certain age group, but your figures just demonstrate a 40% increase in audience, the judges won't know you achieved your objectives or that your marketing plan was successful, etc.

Include evidence to support the claims you make within your application.

## **When will I hear if I am a finalist?**

Entries close at 10am, Monday 31 July 2017. Finalists will be announced 11 September and the New Zealand Event Awards Gala Dinner will be held 11 October.

## **How do I buy a ticket to the Awards Dinner?**

We will advise all entrants and NZEA members when tickets go on sale.

## **What if I need help with my entry?**

[Contact us!](#) We are happy to guide you where we can. NZEA is not involved in the judging of the entries.

## **Who are the judges?**

We're very excited about the 2017 Judging Panel which will be announced over the coming weeks. It is comprised of a range of high profile executive industry experts independent of NZEA.