

# 2012 ISES Capital Awards Questions

## ALL CATEGORIES EXCEPT MOST CREATIVE SOLUTION:

### Overview

- 100-word summary to describe the event (include a word count at the bottom, right-hand corner of the page)

### Concept

- Describe the overall event concept (i.e.: this was a Bar Mitzvah, wedding, corporate product launch, etc...)
- Outline the client's goals and objectives for the events
- What did you do to meet the client's goals and objectives?

### Design

- Describe the event's overall design, including its complexity, creative elements, and/or logistical details
- Describe the event challenges and how they were overcome

### Production Management

- Describe your production management process. This may include pre and post production as well as the actual event
- Describe steps taken to ensure risk management control (i.e.: security, safety, permits, etc...)

### Involvement (FOR BEST TEAM ENTRY ONLY)

- Each ISES member entering this award category must provide a one-page, typed synopsis of their contributions to the event, and how the team worked together

## MOST CREATIVE SOLUTION:

### Overview

- 100-word summary to describe the event (include a word count at the bottom, left-hand corner of the page)

### Concept

- Describe the event – this may include the scope of the event, creative or logistical elements and/or the overall purpose of the event
- Outline the client's goals and objectives for the events
- What did you do to meet the client's goals and objectives?

### Challenges

- State the challenges and/or problems faced during the event process
- Explain the impact or potential impact those challenges and/or problems had on the overall event

### Solution Implementation

- State the solution and explain why it was chosen to solve the problem
- Describe the steps taken to implement the solution
- Explain how the solution was innovative

### Impact

- Describe how the creative solution contributed to the success of the overall event
- Outline any lasting value (beyond the conclusion of the event) created by the creative solution

***For all entries, each section may not exceed two typewritten pages***