



SPIRIT OF EXCELLENCE



2016-2017 SPIRIT OF EXCELLENCE
AWARDS SUBMISSION GUIDE

AWARD CATEGORIES AND JUDGING

PURPOSE: The ILEA Spirit of Excellence (SOE) Awards recognize ILEA Chapters for their consistent excellence and their overall performance for one (1) ILEA calendar year.

The following SOE Award Categories will be presented for Chapter excellence:

- **Membership Retention** - Determined by ILEA Headquarters, no entry necessary
- **Membership Growth** - Determined by ILEA Headquarters, no entry necessary
- **Communications**
- **Education and Programming**
- **International Engagement**
- **Special Project** - One Special Project entry per Chapter allowed
- **Chapter of the Year** - In order to be eligible to submit for Chapter of the Year, each of the above categories require submission.

JUDGING: A committee of ILEA Members will judge the SOE submissions. Members of the SOE committee will not be permitted to judge their own Chapter submission(s). SOE committee members are chosen by ILEA Headquarters.

Judges rate the PDF submissions using the attached corresponding Score Sheets. Score sheets are blindly provided to ILEA Headquarters to tabulate. For clarity, judges individually score Chapter submissions and all tabulations are made by Headquarter staff after the judging period. Judges do not know the final winners in any category.

To determine Chapter of the Year, ILEA Headquarters processes the scores from the judges and adds the following: scores for Chapter Reports, Chapter Finances, Elections (if any), percentage of Chapter retention, growth, membership enrollments and CSEP exam participants (as stated on the Chapter of the Year score sheet).

2016-2017 SPIRIT OF EXCELLENCE COMMITTEE

Please reach out to any committee member with questions!

COMMITTEE CHAIR: Monique Jeffrey (Boston Chapter): Monique@Willowdaleestate.com
Carla Eustache (Charlotte Chapter): Carla@styleperfectevents.com
Jimmie Esposito (Boston Chapter): Espo@617weddings.com
Kimberly Doell (Rhode Island Chapter): Kdoell@hbs.edu
Tara Sweeney (Calgary Chapter): Tsweeney@calgarystampede.com

AWARD SUBMISSION RULES

GENERAL

1. In order to be eligible for a Spirit of Excellence Award (SOE) the Chapter must be fully chartered.
2. Awards must be presented for submissions with Chapter content occurring from July 1, 2016-June 28, 2017.
3. All submissions must be received by Wednesday, June 28, 2017, no later than 11:59 PM Pacific Standard Time, in their entirety to: Info@ILEAhub.com

FORMATTING

1. Each **INDIVIDUAL** category entry should be one PDF file, to include:
 - Application form and 150 word summary for ILEA Live Annual General Meeting
 - Submission requirements (pictures are welcome in description areas if space permits)
 - Collateral pieces, scans and photos
 - Video files embedded as a hyperlink within the entry PDF, or included as separate video file
 - Minimum 11 point easy-to-read font
 - At least 1.5 spaced throughout entry
 - Saved title with the Chapter's name and category (i.e. Chapter Name - Communications)
2. Page limit is not exceeded as stated on the category submission form.
3. Please be sure to provide the information within your submission in the order it is requested within the rules. Entries with information not submitted in the order requested increase the difficulty for the judges when reviewing entries.

SUBMITTING TO HEADQUARTERS

Each SOE award entry, including Chapter of the Year, must be submitted in PDF format (with any video files attached separately) and sent via e-mail to Info@ILEAhub.com or uploaded to Dropbox (you may have to set up a new account) and shared with Info@ILEAhub.com.

Please e-mail Monique Jeffrey, SOE committee chair (Monique@willowdaleestate.com), and Bree Burich, ILEA Headquarters Chapter Services Associate (bburich@ileahub.com) declaring a submission was sent to confirm receipt.

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ENTRY COVER FORM

THIS FORM MUST BE SUBMITTED WITH EACH INDIVIDUAL CATEGORY SUBMISSION

Chapter:	
Contact Person:	
Phone:	
E-mail:	

Please check the 2016-2017 Spirit of Excellence Award (SOE) that your Chapter is submitting:

- International Engagement
- Communications
- Education and Programming
- Special Project
- Chapter of the Year*

SUMMARY STATEMENT: In less than 150 words please highlight the accomplishments the Chapter achieved for the above checked category. Should the Chapter win this category, this summary will be used by the emcee at the awards presentation:

*In order to submit for Chapter of the Year, a PDF must have been submitted for each of the following categories: Communications, Education and Programming, International Engagement, Special Project.

Only entrees received before 11:59pm PST on Friday, June 30, 2017 will be considered for the SOE Awards.

INTERNATIONAL ENGAGEMENT ENTRY GUIDELINES

The Spirit of Excellence Award for International Engagement is awarded to the Chapter that best promotes and demonstrates the highest active member engagement within the ILEA global community. This Chapter understands the educational and industry value of involving members from outside of their local chapter in their Chapter programs and communications. Members are encouraged to reach out to other Chapters to build business connections and find ways to work together in our global network to strengthen and grow the industry.

ENTRY DEADLINE: June 28th, 2017, 11:59pm PST.

FORMAT: One PDF that includes entry form and all supporting documentation

PAGE LIMIT: 8 pages

Please complete your entry in the following order:

1. A typewritten description, not to exceed two (2) pages, of the Chapter's International Engagement goals for the year, the results and how the outcomes affected the Chapter. Chapters should explain how engaging with Chapters outside of their local community aligned with their strategic plan, provided an added value to their members and how the Chapter's engagement with various Chapters and leadership conferences impacted the International Community and industry.
2. A typewritten description, not to exceed five (5) pages, covering the Chapter's International engagement for the year. This may be done in list form, and can include but is not limited to the following:
 - List of combined meetings with other ILEA Chapters within the region AND outside of the region. Combined is defined as other ILEA Chapter members participating either in -person, via video conference, teleconference, webinar or web chat. Please detail the type of meeting held (with description), the other Chapter(s) involved and the total number of their Chapter attendees.
 - A list of ILEA Guest speakers (in person or video) with their home Chapter and meeting date.
 - A list of ILEA Chapter leaders your Chapter has communicated with including the purpose of communicating (advice, sharing knowledge etc.) and how you communicated (phone, e-mail, Facebook etc.).
 - Promotion of and attendance at International conferences such as TSE and ILEA Live.
 - Other information or international engagement initiatives your Chapter took part in.
3. A typewritten description, not to exceed one (1) page, explaining why the Chapter should be considered for the Spirit of Excellence in International Engagement Award. Please provide specific characteristics that are unique to the Chapter and how it relates to the consideration of this award category.

Criteria of Chapter members (complied by Headquarters) – accounts for 30% of the application.

- Number of members who have submitted for an Esprit Award
- Number of members who held an International Committee/Board of Governor level role
- Number of members who attended 2016 Austin Leadership Meetings
- Number of members who attended 2017 Long Beach Leadership Meetings
- Number of members who attended 2016 ILEA Live

2016-2017 SPIRIT OF EXCELLENCE AWARDS



INTERNATIONAL ENGAGEMENT SCORE SHEET

How your Chapter will be judged:

The Chapter will receive a score from each judge for each question or bullet point according to the scale below. Judges score sheets are tallied by ILEA Headquarters.

The judges are asked to focus on the quality of the information presented and if it positively impacted the chapter. Chapter information, answers to questions and the Chapter's collateral material will be judged accordingly.

Scoring Breakdown:

Score: 0 = omissions/did not follow directions/no 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent/yes

CRITERIA - CHAPTER MEMBERS (compiled by Headquarters)

In 2016-2017, percentage of Members in the Chapter who have:	Weight	Percentage (HQ)
Submitted for an Esprit Award	5	
Held an International Committee/Board of Governor level role	5	
Attended 2016 Austin Leadership Meetings	5	
Attended 2017 Long Beach Leadership Meetings	5	
Attended 2016 ILEA Live	5	
Total	25	

CRITERIA - CHAPTER (compiled by the Chapter)

Did this submission include an entry cover form?	Score: 0 5
Did this submission stay within the 8-page requirement?	Score: 0 5
Description of the International Engagement for the year includes: <input type="checkbox"/> List of combined meetings within the region <input type="checkbox"/> List of combined meetings outside of the region <input type="checkbox"/> ILEA Guest Speakers <input type="checkbox"/> Communication with outside Chapter ILEA leaders <input type="checkbox"/> Promotion/attendance at International Conferences <input type="checkbox"/> Other industry initiatives	Score: 0 1 2 3 4 5
How well did the Chapter describe their International engagement goals, and did they align with the Chapter's overall strategic plan?	Score: 0 1 2 3 4 5
Request for consideration for the Spirit of Excellence in International Engagement award.	Score: 0 1 2 3 4 5
Overall entry flow, organization, and creativity	Score: 0 1 2 3 4 5

CHAPTER NAME _____ Total Score: _____ / 30

CHAPTER COMMUNICATIONS ENTRY GUIDELINES

The Spirit of Excellence Award in Chapter Communications is awarded to the ILEA Chapter that best utilizes various communication methods and vehicles to effectively share information about ILEA with Chapter members, local communities and the International event industry. The Chapter recognizes that strong communication plans incorporating the ILEA brand within all correspondences will increase Chapter membership and overall membership value.

ENTRY DEADLINE: June 28th, 2017, 11:59pm PST

FORMAT: One PDF that includes entry form and all supporting documentation

PAGE LIMIT: 28 pages

Please complete your entry in the following order:

1. A typewritten description of the Chapter Communications Program for the year, not to exceed two (2) pages, covering the following criteria:
 - Chapter Information (name, length of Chapter charter, Chapter size)
 - Committee Information (size of committee, committee member names and responsibilities)
 - Chapter Communications goals and objectives for the year and how they relate to the Chapter's overall strategic plan.
2. A typewritten description, not to exceed two (2) pages, covering:
 - The results and outcomes of the Chapter Communications goals and objectives and how the outcomes effected the Chapter.
3. No more than three (3) pages listing the Chapter Communications calendar/timelines for the year. Please note that the communication planning timeline is requested here, **NOT** the Chapter's meeting/event schedule.
4. A typewritten description, not to exceed one (1) page explaining why the Chapter should be considered for the Spirit of Excellence in Communications Award. Please provide specific characteristics that are unique to the Chapter and how it relates to the consideration of this award category.
5. Collateral that best exhibits the Chapter's Communications Program for the year, not to exceed 20 pages. **No more than ONE (1) PHOTO is allowed on each page, and only one video (which counts as a page) is allowed.** Collateral should highlight creative correspondences sent to Chapter members, and how the ILEA brand was used to increase Chapter recognition within the community. Collateral examples include:
 - Social media postings
 - Website posts
 - Newsletters
 - Meeting announcements
 - Teaser videos
 - Invitations
 - Press releases
 - Media Coverage

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CHAPTER COMMUNICATIONS SCORE SHEET

How your Chapter will be judged:

The Chapter will receive a score from each judge for each question or bullet point according to the scale below. Judges score sheets are tallied by ILEA Headquarters.

The judges are asked to focus on the quality of the information presented and if it positively impacted the chapter. Chapter information, answers to questions and the Chapter's collateral material will be judged accordingly.

Scoring Breakdown:

Score: 0 = omissions/did not follow directions/no 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent/yes

Did this submission include an entry cover form?	Score: 0 5
Did this submission stay within the 28 page requirement?	Score: 0 5
Description of the Chapter Communications organizational structure for the year includes: <input type="checkbox"/> Chapter Information (name, length of Chapter charter, Chapter size) <input type="checkbox"/> Committee Information (size of committee, names and responsibilities)	Score: 0 5
GOALS AND OBJECTIVES - Did they include Chapter Communications goals and objectives? - Did they relate these goals and objectives to their Chapter Strategic Plan? - Did they achieve their goals? If not, did they explain why? - How did achieving/not achieving their goals affect the chapter?	Score: 0 1 2 3 4 5
Did they include a Chapter Communications Plan/Timeline?	Score: 0 5
Request for consideration for the Spirit of Excellence in Communications award.	Score: 0 1 2 3 4 5
Did they stay within the 20 page limit for collateral?	Score: 0 5
QUALITY OF COLLATERAL - Is it creative? - Does it represent their Chapter Communications effectively? - Does it utilize the ILEA brand?	Score: 0 1 2 3 4 5
Overall entry flow, organization, and creativity	Score: 0 1 2 3 4 5

CHAPTER NAME _____ Total Score: _____ / 45

CHAPTER EDUCATION AND PROGRAMMING ENTRY GUIDELINES

The Spirit of Excellence Award in Chapter Education and Programming is awarded to the ILEA Chapter that best demonstrates the value of being an ILEA Member by providing superior education through strong program planning. This chapter recognizes that industry/leadership education is a necessity for their members' overall satisfaction, and the key to membership growth and retention. The Certified Special Event Professional designation is consistently encouraged and the ILEA Core Curriculum is utilized throughout the calendar year to create a well-rounded, varied program schedule that will appeal to all members.

ENTRY DEADLINE: June 28th, 2017, 11:59pm PST.

FORMAT: One PDF that includes entry form and all supporting documentation

PAGE LIMIT: 35 pages

Please complete your entry in the following order:

1. A typewritten description of the Chapter's Education and Programming for the year, not to exceed two (2) pages, covering the following criteria:
 - Chapter Information (name, length of Chapter charter, Chapter size)
 - Committee Information (size of committee, committee member names and responsibilities)
 - Chapter's Education and Programming goals and objectives for the year and how they relate to the Chapter's overall strategic plan.
2. A typewritten description, not to exceed two (2) pages, covering:
 - The results and outcomes of the Chapter's Education and Programming goals and objectives and how the outcomes affected the Chapter. If they feel it's necessary Chapters should explain their chapter size and finances and how they utilized their resources to provide added value to members.
3. A typewritten description, not to exceed ten (10) pages, covering the Chapter's Education and Programming for the year. This may be done in list form, outlining the event date, attendance (members/non-members), topic and speaker with a brief description, ILEA Core Curriculum discipline covered and a summary of event elements utilized (logistics, venue, décor etc.). Chapters should explain how the CSEP designation was promoted and incorporated into their programs. Creative formatting is encouraged.
4. A typewritten description, not to exceed one (1) page explaining why the Chapter should be considered for the Spirit of Excellence in Education and Programming Award. Please provide specific characteristics that are unique to the Chapter and how it relates to the consideration of this award category,
5. Collateral that features the Chapter's best programs for the year, not to exceed 20 pages. This may be done via photo collages, **no more than ONE (1) photo collage/page per program**. Chapters may include one video as one page. Collateral should highlight the diversity of the Chapter's programs and how education and membership value has increased within the Chapter.



CHAPTER EDUCATION AND PROGRAMMING SCORE SHEET

How your Chapter will be judged:

The Chapter will receive a score from each judge for each question or bullet point according to the scale below. Judges score sheets are tallied by ILEA Headquarters.

The judges are asked to focus on the quality of the information presented and if it positively impacted the chapter. Chapter information, answers to questions and the Chapter's collateral material will be judged accordingly.

Scoring Breakdown:

Score: 0 = omissions/did not follow directions/no 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent/yes

Did this submission include an entry cover form?	Score: 0 5
Did this submission stay within the 35 page requirement?	Score: 0 5
Description of the Chapter's Education and Programming organizational structure for the year includes: <input type="checkbox"/> Chapter Information (name, length of Chapter charter, Chapter size) <input type="checkbox"/> Committee Information (size of committee, names and responsibilities)	Score: 0 5
GOALS AND OBJECTIVES - Did they include Chapter's Education and Programming goals and objectives? - Did they relate these goals and objectives to their Chapter Strategic Plan? - Did they achieve their goals? If not, did they explain why? - How did achieving/not achieving their goals affect the chapter?	Score: 0 1 2 3 4 5
Did they include the Chapter's Education and Programming timeline?	Score: 0 5
Did their Education and Programming timeline properly summarize their events to allow for easy comprehension of what they accomplished during their calendar year?	Score: 0 1 2 3 4 5
Based on Chapter size and finances, how well did the Education and Programming convey added value to members?	Score: 0 1 2 3 4 5
How well did the Chapter promote and incorporate the CSEP designation into their Programming?	Score: 0 1 2 3 4 5
Request for consideration for the Spirit of Excellence in Education and Programs award.	Score: 0 1 2 3 4 5
Did they stay within the 20 page limit for collateral?	Score: 0 5
QUALITY OF COLLATERAL - Is it creative? - Does it represent their Chapter's Programming effectively?	Score: 0 1 2 3 4 5
Overall entry flow, organization, and creativity	Score: 0 1 2 3 4 5

CHAPTER NAME _____ Total Score: _____ / 60

CHAPTER SPECIAL PROJECT ENTRY GUIDELINES

The Spirit of Excellence Award in a Special Project is awarded to the Chapter that best executes an event or program outside of its normal Chapter program calendar. The purpose of the Special Project is to highlight the Chapter's investment in the wellbeing of their members, and/or their community and showcase how they helped create a positive impact, difference or change within the event industry.

ENTRY DEADLINE: June 28th, 2017, 11:59pm PST.

FORMAT: One PDF that includes entry form and all supporting documentation

PAGE LIMIT: 27 pages

Please complete your entry in the following order:

1. A typewritten description of the Chapter's Special Project for the year, not to exceed two (2) pages, covering the following criteria:
 - a. Chapter Information (name, length of Chapter charter, Chapter size)
 - b. Committee Information (size of committee, committee member names and responsibilities)
 - c. Chapter's Special Project goals and objectives for the year and how they relate to the Chapter's overall strategic plan.
2. A typewritten description, not to exceed four (4) pages, covering:
 - a. A description of the Chapter Special Project and how it was planned and executed.
 - b. A list of strategic partners that assisted with the project who are ILEA members. Include partnership and value of all donations (money and/or in-kind).
***A strategic partnership is defined as a person or organization that provides funds or in-kind services for a project or activity carried out by an ILEA Chapter, in particular, an individual or organization that pays or donates services/product(s) for some or all of the costs involved in staging an event in return for advertising.*
 - c. The results and outcomes of the Chapter's Special Project goals and objectives and how the outcomes affected the Chapter.
3. A typewritten description, not to exceed one (1) page explaining why the Chapter should be considered for the Spirit of Excellence Award in a Special Project.
4. Collateral that highlights event elements of the Special Project, not to exceed 20 pages. **No more than ONE (1) PHOTO is allowed on each page, and only one video (which counts as a page) is allowed.** Collateral examples include invitations, pictures, production schedule etc.



CHAPTER SPECIAL PROJECT SCORE SHEET

How your Chapter will be judged:

The Chapter will receive a score from each judge for each question or bullet point according to the scale below. Judges score sheets are tallied by ILEA Headquarters.

The judges are asked to focus on the quality of the information presented and if it positively impacted the chapter. Chapter information, answers to questions and the Chapter's collateral material will be judged accordingly.

Scoring Breakdown:

Score: 0 = omissions/did not follow directions/no 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent/yes

Did this submission include an entry cover form?	Score: 0 5
Did this submission stay within the 27 page requirement?	Score: 0 5
Description of the Chapter Special Project organizational structure for the year includes: <input type="checkbox"/> Chapter Information (name, length of Chapter charter, Chapter size) <input type="checkbox"/> Committee Information (size of committee, names and responsibilities)	Score: 0 5
GOALS AND OBJECTIVES - Did they include Chapter Special Project goals and objectives? - Did they relate these goals and objectives to their Chapter Strategic Plan? - Did they achieve their goals? If not, did they explain why? - How did achieving/not achieving their goals affect the chapter?	Score: 0 1 2 3 4 5
Clear and concise description of the Special Project	Score: 0 1 2 3 4 5
Explanation of program goal/objective results and outcomes and how the outcome affected the Chapter. Were all objectives met or partially met? If not, was an explanation provided?	Score: 0 1 2 3 4 5
Request for consideration for the Spirit of Excellence Award in a Special Project.	Score: 0 1 2 3 4 5
Creativity of Special Project concept	Score: 0 1 2 3 4 5
Did they stay within the 20 page limit for collateral?	Score: 0 5
QUALITY OF COLLATERAL - Is it creative? - Does it represent their Chapter Special Project effectively?	Score: 0 1 2 3 4 5
Overall entry flow, organization, and creativity	Score: 0 1 2 3 4 5

CHAPTER NAME _____

Total Score: _____ / 55

CHAPTER OF THE YEAR ENTRY GUIDELINES

The Spirit of Excellence Award for Chapter of the Year is awarded to the ILEA Chapter that exemplifies outstanding achievement in overall Chapter management and industry contribution. This Chapter excels at creating extraordinary programs that educate their members and build relationships. All of their goals and objectives compliment their Chapter's strategic plan that will lead them to excellence now and in the future.

ENTRY DEADLINE: June 28th 2017, 11:59pm PST.

FORMAT: One PDF that includes entry form and all supporting documentation

PAGE LIMIT: 10 pages (not including addendum)

Please complete your entry in the following order:

*In order to qualify for Chapter of the Year, a submission must be made for all other categories (communications, education and programming, international engagement, special project).

1. A typewritten description, not to exceed two (2) pages explaining why the Chapter should be Chapter of the Year. Please include any initiatives taken by the Chapter to benefit the International organization and events industry.
2. A typewritten description, not to exceed three (3) pages summarizing the Chapter's strategic plan and how it was utilized throughout the year.
3. List at least four (4) **qualified*** postings that your Chapter submitted to the ILEA Community on the ILEA website from July 1, 2016 to June 29, 2017.
 - Include a summary chart of postings, submitter name, title, category and date of submission
 - Include legible screen shots of each post that captures submitter, category and date

*A qualified post as it relates to the SOE awards is an information sharing post that includes an objective, goal, and/or strategy and would have challenges and/or accomplishments, which would show the reader how this is a benefit to all.

4. Addendums to this submission should include:
 - a. The Chapter's Strategic Plan
 - b. The Chapter's Standard Operating Procedures with board role descriptions
 - c. Up to five (5) additional collateral pages (photo collages/graphs etc.) to support the entry

Judges scores for Chapter of the Year are submitted to ILEA Headquarters once complete. ILEA Headquarters will also score the Chapter in the following areas to be added to the judges' scores: Chapter reports, finances, elections, retention, grown, CSEP enrollments and exam participants. Highest combined score will reflect overall winner.

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CHAPTER OF THE YEAR SCORE SHEET

How your Chapter will be judged:

The Chapter will receive a score from each judge for each question or bullet point according to the scale below. Judges score sheets are tallied by ILEA Headquarters.

The judges are asked to focus on the quality of the information presented and if it positively impacted the chapter. Chapter information, answers to questions and the Chapter's collateral material will be judged accordingly.

Scoring Breakdown:

Score: 0 = omissions/did not follow directions/no 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent/yes

HEADQUARTERS ONLY

CATEGORY	SCORE
Communications	
Education and Programming	
Special Project	
International Engagement	

Chapter Reports	YES / NO
Finances	BLACK / RED
Chapter Elections	YES ? NO

Chapter Retention	
Chapter Growth	
CSEP Enrollments	
CSEP Exam Participants	

JUDGES SCORES

Did this submission include an entry cover form?	Score: 0 5
Did the Chapter provide submissions for all other categories?	Score: 0 5
Request for consideration for the Chapter of the Year award. Did the Chapter take initiatives to benefit the overall events industry?	Score: 0 1 2 3 4 5
Did the Chapter submit at least one qualified post to the ILEA Community for Chapter members during July 1, 2016 to June 29, 2017?	Score: 0 5
Quality of qualified posts	Score: 0 1 2 3 4 5
How well did the Chapter utilize its strategic plan? Did their communications and education and programming goals compliment their strategic plan?	Score: 0 1 2 3 4 5
Did the Chapter include a strategic plan and standard operating procedures?	Score: 0 5
Overall entry flow, organization, and creativity	Score: 0 1 2 3 4 5

CHAPTER NAME _____ Total Score: _____ / 40