



SPIRIT OF EXCELLENCE



2017-2018 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**
- **Industry and Chapter 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 Headquarters 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).

### 2017-2018 SPIRIT OF EXCELLENCE COMMITTEE

Please reach out to any committee member with questions!

COMMITTEE CHAIR: Monique Jeffrey, CSEP (Boston Chapter): [Monique@Willowdaleestate.com](mailto:Monique@Willowdaleestate.com)

Nicole Johnson (Austin Chapter): [contactnicolejohnson@gmail.com](mailto:contactnicolejohnson@gmail.com)

Raye-Dawn Acheson (Dallas Chapter): [rda@vipevents.com](mailto:rda@vipevents.com)

Blair Allen (Boston Chapter): [blair.allen@gmail.com](mailto:blair.allen@gmail.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 June 30, 2017 - June 27, 2018.
3. All submissions must be received by **Wednesday, June 27, 2018**, no later than 11:59 PM Pacific Standard Time, in their entirety to: [Info@ILEAhub.com](mailto:Info@ILEAhub.com). Chapters will receive verification of their submission(s) by Friday June 29, 2018.

### FORMATTING

1. Each **INDIVIDUAL** category entry should be one PDF file, to include:
  - Entry cover form with 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
  - 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](mailto:Info@ILEAhub.com) or uploaded to Dropbox (you may have to set up a new account) and shared with [Info@ILEAhub.com](mailto:Info@ILEAhub.com).

Please e-mail Monique Jeffrey, CSEP, SOE committee chair ([Monique@willowdaleestate.com](mailto:Monique@willowdaleestate.com)), and ILEA Headquarters Chapter Services ([info@ileahub.com](mailto:info@ileahub.com)) declaring a submission was sent to confirm receipt.



**ENTRY COVER FORM**

**\*THIS FORM MUST BE SUBMITTED WITH EACH INDIVIDUAL CATEGORY SUBMISSION\***

Chapter:	
Chapter Size:	
Chapter Length of Charter:	
Contact Person:	
Phone:	
E-mail:	

Please check the 2017-2018 Spirit of Excellence Award (SOE) that your Chapter is submitting:

- Industry and Chapter 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, Industry and Chapter Engagement, Special Project.

Only entrees received before 11:59pm PST on Wednesday, June 27, 2018 will be considered for the SOE Awards.

## INDUSTRY & CHAPTER ENGAGEMENT ENTRY GUIDELINES

The Spirit of Excellence Award for Industry and Chapter 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 27<sup>th</sup>, 2018, 11:59pm PST.

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

**PAGE LIMIT:** 10 pages

Please complete your entry in the following order:

1. A typewritten description of the chapter's industry and chapter 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. **MAX PAGES: 3**
2. A typewritten description covering the chapter's industry and chapter engagement for the year. Chapters should include as much information as possible about what they did to share associations/industry knowledge with other ILEA chapters. **MAX PAGES: 6**

Potential information to include:

- How often your chapter used the ILEA community – give examples if possible.
  - How your chapter promoted and utilized the ILEA Experience.
  - List of combined meetings with other ILEA chapters within the region and/or outside of the region.
  - List of ILEA guest speakers (in person or video) with their home chapter and meeting date.
  - Promotion of and attendance at ILEA Live.
  - Other information or international engagement initiatives your chapter took part in.
3. A typewritten description explaining why the chapter should be considered for the Spirit of Excellence in industry and Chapter Engagement Award. Please provide specific characteristics that are unique to the chapter and how it relates to the consideration of this award category. **MAX PAGE: 1**

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 2017 Calgary Leadership Meetings
- Number of members who attended 2018 Chapter Leadership Summit Meetings
- Number of members who attended 2017 ILEA Live

## INDUSTRY AND CHAPTER 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

CHAPTER NAME \_\_\_\_\_

### CRITERIA – CHAPTER MEMBERS (compiled by Headquarters)

In 2017-2018, 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 2017 Calgary Leadership Meetings	5	
Attended 2018 Chapter Leadership Summit Meetings	5	
Attended 2017 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 10 page requirement?	Score: 0   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
Description of the International Engagement for the year includes: <input type="checkbox"/> How often the chapter used the ILEA community <input type="checkbox"/> How the chapter promoted and utilized ILEA Experience <input type="checkbox"/> ILEA Combined Meetings <input type="checkbox"/> ILEA Guest Speakers <input type="checkbox"/> Promotion/attendance at ILEA Live <input type="checkbox"/> Other industry initiatives	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 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 27<sup>th</sup>, 2018, 11:59pm PST

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

PAGE LIMIT: 15 Pages

Please complete your entry with the following:

1. A typewritten description of the Chapter Communications Program for the year covering the chapter's communications goals and objectives for the year and how they relate to the chapter's overall strategic plan as well as the results and outcomes and how the outcomes effected the chapter.  
**MAX PAGES: 4**
2. A typewritten description highlighting the chapter's communication planning timeline, both internally with board committee members and externally to chapter members. **MAX PAGES: 2**
3. A typewritten description explaining why the chapter should be considered for the Spirit of Excellence in Communications Award. How does your chapter raise awareness of ILEA within your local community? Please provide specific characteristics that are unique to the chapter and how it relates to the consideration of this award category. **MAX PAGES: 1**
4. Collateral that best exhibits the chapter's communications program for the year, not to exceed the maximum submission page limit of 15 pages. 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



**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.

**CHAPTER NAME** \_\_\_\_\_

**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?	<b>Score: 0   5</b>
Did this submission stay within the 15 page requirement?	<b>Score: 0   5</b>
<b>GOALS AND OBJECTIVES</b> - 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?	<b>Score: 0 1 2 3 4 5</b>
Overall description of communication planning timeline.	<b>Score: 0 1 2 3 4 5</b>
Request for consideration for the Spirit of Excellence in Communications award.	<b>Score: 0 1 2 3 4 5</b>
<b>QUALITY OF COLLATERAL</b> - Is it creative? - Does it represent their chapter communications effectively? - Does it utilize the ILEA brand?	<b>Score: 0 1 2 3 4 5</b>
Overall entry flow, organization, and creativity	<b>Score: 0 1 2 3 4 5</b>

Total Score:                      / 35



## 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 27<sup>th</sup>, 2018, 11:59pm PST.

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

**PAGE LIMIT:** 15 pages

Please complete your entry in the following order:

1. A typewritten description of the chapter's education and programming for the year covering the chapter's education and programming goals and objectives for the year and how they relate to the chapter's overall strategic plan as well as the results and outcomes and how the outcomes affected the chapter. If they feel its necessary chapters should explain their chapter size and finances and how they utilized their resources to provide added value to members. **MAX PAGES: 4**
2. A typewritten description, highlighting the chapter's top three educational programs of the year. **MAX PAGES: 4**

Include the following information for each program:

- Program title, speaker's name (ILEA member?), education topic/theme (which ILEA core curriculum did it cover)
  - Attendance of this meeting – did the number of attendees impact the overall experience of this meeting? Was it a bigger audience? If so, why do you think it was a bigger draw for your membership?
  - Explain the educational and member benefits of each program
  - Overall feedback about the program from members – is this a program you would do again?
3. A typewritten description of how the chapter promoted and incorporated the CSEP designation into their programming. **MAX PAGES: 1**
  4. A typewritten description 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, **MAX PAGES: 1**
  5. Collateral that features the chapter's best programs for the year, not to exceed maximum page submission limit of 15 pages. This may be done via photo collages. Chapters may include one video as one page. Collateral should highlight the chosen described programs and any other programs that positively impacted the chapter.



## 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 27<sup>th</sup>, 2018, 11:59pm PST.

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

**PAGE LIMIT:** 15 pages

**Please complete your entry in the following order:**

1. A typewritten description of the chapter's special project covering the goals and objectives of the project and how they relate to the chapter's overall strategic plan. **MAX PAGES: 2**
2. A typewritten description of the Special Project specifics. **MAX PAGES: 4**

Include the following:

- a. A description of how chapter special project 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. How the project was received and how it positively impacted the chapter and/or community.
3. A typewritten description explaining why the chapter should be considered for the Spirit of Excellence Award in a Special Project. **MAX PAGES: 1**
  4. Collateral that highlights event elements of the Special Project, not to the maximum page limit of 15 pages. 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.

**CHAPTER NAME** \_\_\_\_\_

**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?	<b>Score: 0   5</b>
Did this submission stay within the 15 page requirement?	<b>Score: 0   5</b>
<b>GOALS AND OBJECTIVES</b>	<b>Score: 0 1 2 3 4 5</b>
- 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?	
Description of the Special Project specifics.	<b>Score: 0 1 2 3 4 5</b>
Request for consideration for the Spirit of Excellence Award in a Special Project.	<b>Score: 0 1 2 3 4 5</b>
Creativity of Special Project concept	<b>Score: 0 1 2 3 4 5</b>
Did they stay within the 20 page limit for collateral?	<b>Score: 0   5</b>
<b>QUALITY OF COLLATERAL</b>	<b>Score: 0 1 2 3 4 5</b>
- Is it creative?	
- Does it represent their Chapter Special Project effectively?	
Overall entry flow, organization, and creativity	<b>Score: 0 1 2 3 4 5</b>

Total Score:                      / 45

## 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 providing added value for their members by creating extraordinary programs that educate and networking opportunities to build relationships, they consistently promote the ILEA brand and encourage all members to participate in international conferences. 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 27<sup>th</sup> 2018, 11:59pm PST.

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

**PAGE LIMIT:** 10 pages (not including the 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 summarizing the overall chapter goals and objectives for the year, the results and how they positively impacted the chapter. **MAX PAGES: 3**
2. A typewritten description summarizing the chapter's strategic plan and how it was utilized throughout the year. **MAX PAGES: 3**
3. A typewritten description 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 as well as any member testimonials explaining their reasons for being members of your chapter. **MAX PAGES: 4**
4. Addendums to this submission should include:
  - a. The chapter's strategic plan

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.



## 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.

CHAPTER NAME \_\_\_\_\_

### 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?	<b>Score: 0   5</b>
Did the chapter provide submissions for all other categories?	<b>Score: 0   5</b>
<b>GOALS AND OBJECTIVES</b> - Did they include overall chapter goals and objectives? - Did they achieve their goals? If not, did they explain why? - How did achieving/not achieving their goals affect the chapter?	<b>Score: 0 1 2 3 4 5</b>
How well did the chapter utilize its strategic plan? Did their communications and education and programming goals compliment their strategic plan?	<b>Score: 0 1 2 3 4 5</b>
Request for consideration for the Chapter of the Year award. Did the chapter take initiatives to benefit the overall events industry?	<b>Score: 0 1 2 3 4 5</b>
Overall entry flow, organization, and creativity	<b>Score: 0 1 2 3 4 5</b>

Total Score:                      / 30