

# AUSTRALIA'S FAVOURITE EVENT 2017

Australia's Favourite Event will be the final headline award presented at the Australian Event Awards Ceremony on 13 September. Every public event finalist in the Best Event Categories has been nominated for the award.

While the judges have selected the nominees, it's now up to the public to decide who takes home the ultimate accolade. Anyone in Australia with an email address can vote for their favourite event out of the list of nominees.

So what can you do? There are a number of ways to encourage people to vote for your event:

1. Upload a list of contacts' email addresses to the Australian Event Awards Entry Portal and we'll send them an email from us and you, prompting them to complete a one-click voting process which will record their vote for your event directly out of the email. This is the quickest option for voters.
2. Send an email to potential voters containing the link which you received when you were notified of your nomination. This will take voters to the Event Awards website where they will be required to enter their email address to receive a unique voting slip which they can use to cast a vote for your event.
3. Use the "Australia's Favourite Event Nominee 2017" icon on your website, in your social media and any other online marketing channels and link it to the unique link you received when you were notified of your nomination. As in option 2 above, it will take visitors to the Event Awards website where they will be required to enter their email address to receive a unique voting slip which they can use to cast a vote for your event. In your offline marketing channels, encourage people to visit [www.eventawards.com.au](http://www.eventawards.com.au) to vote for your event. You can also ask media and other sponsors to promote your nomination through their own marketing and distribution channels.

Email addresses are required by all voters to ensure one vote represents one person. Unless the email address is already subscribed to the Australian Event Awards mailing list, we will not use email addresses provided for anything other than recording a vote for Australia's Favourite Event.

**IMPORTANT NOTE:** The links you received by email when you were announced as a Finalist will only become active when voting for Australia's Favourite Event opens on 10 August. We encourage you to use the lead-up time to plan and begin your marketing campaign to become Australia's Favourite Event.

## Australia's Favourite Event Finalists

Voting for Australia's Favourite Event opens on 10 August. On 6 September, finalists will be announced based on votes already cast. From then on, voting is only open for finalists. Voting for finalists continues right up until the day of the Australian Event Awards on Wednesday 13 September 2017.

## Important dates

Voting opens:	Thursday 10 August
Finalists announced:	Wednesday 6 September
Voting closes:	9pm, Wednesday 13 September

## More information

You can see more information and FAQ for Australia's Favourite Event here:

[www.eventawards.com.au/australias-favourite-event](http://www.eventawards.com.au/australias-favourite-event)

See sample emails for the above option 2 below. The Australia's Favourite Event Nominee icon is in the Logo Kit you received when notified of your nomination.

## Sample email

### **SAMPLE EMAIL FROM FINALISTS TO POTENTIAL VOTERS**

Hello!

We're thrilled to announce that **[EVENT NAME]** has been nominated for Australia's Favourite Event at the Australian Event Awards.

Australia's Favourite Event is decided by public vote, so we need your help!

If you loved our event as much as we enjoyed having you there, please vote for us by clicking the link below.

You will be asked to enter your email address so you can receive a voting slip to cast your vote.

Click here to vote: **[INSERT LINK HERE]**

Thanks for your support!

Best regards,

**[EVENT NAME]**