

AUSTRALIAN EVENT AWARDS 2017



THE AUSTRALIAN EVENT AWARDS JUDGING PANEL OF INDUSTRY PROFESSIONALS WILL GIVE YOU EXPERT ADVICE ON YOUR EVENT, PRODUCT OR SERVICE, USEFUL FOR FUTURE IMPROVEMENT AS WELL AS PROVIDING VALUABLE MARKETING AND PROMOTION MATERIAL.



SOME EXCERPTS FROM PREVIOUS ENTRANTS INCLUDE:

“Wow. Quite simply, this looks like an absolutely stunning event in a terrifyingly complex venue to work in. The synthetic ice rink is a coup and hats off to you for coming up with that concept. The room design is fabulous, and I also enjoyed the video showing the bump in through to event. You also demonstrated a total commitment to what the Client was out to achieve, and you completely delivered on objectives that were complex and incredibly important.”

“The following would strengthen the entry:

- Providing evidence of wider application of the service rather than a single pilot in a single event environment
- Acceptance of the service outside of a single market
- Endorsements from those who have used the service supporting your claims
- Images of vehicles arriving at the Venue rather than just screen shot graphics - paint a picture of what it does and it in use.”

“These are excellent results for a free festival. It clearly meets its commercial and tourism goals. A high level of professionalism is demonstrated, and good community relations. Innovation is demonstrated by the new App.”

“The submission addressed the key criteria to a high level. The only consideration is that a lot was highlighted about physical accessibility, however understanding if staff undergo accessibility or diversity awareness training would enhance the submission against other entrants in this category.”

“While the communication and promotion section was well answered, there was a notable omission - social media. Given the engagement with new audiences and potentially younger people, social media is a significant communication medium. The application would have benefited from more details about the online, PR and promotional campaign strategies.”



“An excellent event that managed to engage a very wide diversity of ethnic and other community groupings and which did so in a way that connected these people with the plants and garden exhibits that were related to their own cultures. Fantastic sustainability initiatives with the site being managed very carefully and all of the other major areas that could be addressed within the context of this event at this venue given attention such as waste being minimised and organics processed on site.”