

2018 Entry Preview of the Atlanta Allie Awards



OVERVIEW OF THE ALLIE AWARDS

Founded in 1990, the Allie Awards is an annual program, to recognize outstanding examples of quality and creativity from the members of the Atlanta event industry. It demonstrates how working together for a common good can promote excellence in event design, planning and production. This awards program remains a model for industry awards program across the country.

This prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, weddings, technical production and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in up to 38 categories, organized into seven disciplines plus three Best Team Effort awards.

One of the goals of the Allie Awards is to promote the professionalism of the industry. Your organization will be recognized for taking part in raising the level of professionalism in the industry while improving your community. To add value to those recognized and the event industry as a whole, the Allie Awards will send press releases to a variety of media explaining the awards, the competition and those given top honors. We strongly encourage your company to do the same!

2018 ENTRY CATEGORIES

BEST TEAM EFFORT

- Corporate Team Effort
- Social Team Effort
- Wedding Team Effort

PLANNING

- Corp/Association Over \$100k
- Corp/Association Under \$100k
- Social Event Over \$50k
- Social Event Under \$50k
- Best Non-Profit/Fundraiser
- Best Public Fair or Festival
- Most Creative Venue
- Logistical Achievement in Planning
- Best Tradeshow/Conference

DESIGN

- Best Floral Design
- Best Non-Floral Design
- Best Themed Event Décor
- Best Tabletop Design
- Best Use of Rental Equipment

ENHANCEMENTS

- Best Print Piece
- Best Use of Media & Technology
- Best Event Innovation
- Best Event Photography
- Best Event Videography

ENTERTAINMENT

- Best Entertainment Over \$20k
- Best Entertainment Under \$20k
- Most Unique/Themed Entertainment

CUISINE

- Best Off Premise Catering
- Best On Premise Catering
- Best Menu Design
- Best Menu Presentation
- Best Culinary Innovation

TECHNICAL PRODUCTION

- Best AV Design
- Best Lighting
- Best Tent Installation
- Logistical Achievement in Technical Production

WEDDING

- Best Wedding Over \$50k
- Best Wedding Under \$50k
- Best Wedding Print Suite
- Most Creative Wedding Venue
- Best Wedding Décor Design
- Best Wedding Photography
- Best Wedding Videography
- Best Wedding Cake

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Eligibility

To ensure your entry is eligible for consideration, it is important to comply fully & accurately with the following rules:

A) Entrants must meet at least TWO of the following criteria:

1. Entrant's company is located in metro Atlanta.
2. Entrant's event was held in metro Atlanta.
3. Entrant's company holds membership in an Atlanta Chapter hospitality association or organization.

B) Event Date: The event must have occurred between January 1, 2017 and December 31, 2017.

C) Entry Limitations: Each Company may submit up to TWO entries per category.
Each Company may submit the same event in a maximum of FIVE different categories.

D) Anonymity: The awards are to be judged without recognizing the identity of the company presenting the submission. **Entrant's company name, employees or logo must not appear anywhere** in the entry content. If the entrant's name or logo appears within the entry, the judging body is permitted to remove the identifiable portion and deduct points accordingly. This includes your collateral – please thoroughly check your photography images, BEOs, diagrams, documents, spreadsheets, etc...! If there are repeat offenses, the entry will be disqualified, at the committee's discretion.

While disqualifications are rare, please be advised of the following notes:

1. Entries will be disqualified if your company is repeatedly identified in the entry content.
2. We are unable to notify entrants if their entry is disqualified.
3. Fees for disqualified entries are not refundable.

JUDGING AND NOTIFICATION

The judging panel will be selected by the Allie Awards Inc. Board of Directors and Event Committee, from top-tier event professionals outside of metro Atlanta, and will remain anonymous throughout the judging process.

The nominees and subsequent winners of any given category are based on merit as determined by the panel of judges, and are not based upon the number of entries received in the category. There may not be nominees in every category, regardless of the number of entries received.

Up to three (3) nominees in each category will be notified on or before **Friday, February 2, 2018**. The awards will be presented at the **Allie Awards on Sunday, March 4, 2018**. Transportation and event tickets are the sole responsibility of the entrants.

ENTRY PROCESS

All entries must be submitted individually through the online entry process. As you begin the process, you must first create an ENTRANT user profile to submit. This person would be contacted if there are any questions regarding the entry content. The committee recommends creating and editing the written content in a word processing file, then simply cut and paste to the entry site.



A. Entry Application Form – Tab #1: ENTRY - Complete the process for each submission.

1. Complete the fields with event specific information. The Submission Title is how the entry will be identified, creativity is encouraged here. The Event Title is how your client/company referred to the event internally.
2. Provide a simple statement of responsibility summary of the company/your role, scope of products and/or services, as it pertains to the event.
3. For Best Team Effort ONLY – within TAB #5 – the Team Leader is responsible for adding each participating team member. Complete the data fields and click the “ADD” icon. To add new team members, click the “+” icon. Do not duplicate the team leader as a team member. The team leaders will provide the all of the written summary statements (100 words max) and full payment fee (\$100.00 early entry, \$125.00 on-time entry, \$150.00 late entry) from each participating team member who wishes to enter (and receive a trophy should the entry win) and uploading all entry content to the entry website.

B. Awards Night Information – Tab #2: AWARDS NIGHT INFO

1. Submissions Title - (same one used on Entry Tab), the category of entry and a short summary of the event. MAX 300 total characters, approximately 50 words. This may be read on the awards evening, should your entry be deemed the top entry. It may also be used for marketing and PR prior/post event.
2. Provide a single, hi-resolution, LANDSCAPE ORIENTATION IMAGE, .jpg file, which will be used on awards night and for promotional media communications. Please note: this image will not be judged here, however it may be duplicated in your collateral.

C. Written Content – Tab #3: ENTRY DETAILS.

The Written Event Summary is a description of the event, focused on the entry category with point values noted. Answers shall be entered in the text boxes provided on the website. Character limits and word estimates are listed for each entry section. Spaces and punctuation are counted in the character count. Do not identify yourself or your company anywhere within this tab.

For entries in Best Team Effort, the used of “you/your company” should reflect the efforts, products and services of the team as a whole, focused on those of the participating vendor partners.

1. Provide a summary of the event to include; setting, purpose, catering format, size and demographic of the guests and your/your company’s unique approach to its execution, as defined by the category. 8,000 characters, approximately 1,000 words. (20 points)
2. Review the integrated products or services provided by you/your team to provide a uniqueness or WOW factor. 1,500 characters, approximately 250 words. (20 points)
3. Describe the Client’s Goals & Objectives and how you accomplished them. 1,500 characters, approximately 250 words. (10 points)
4. Describe any significant or unique challenges you faced and solutions executed. 1,500 characters, approximately 250 words. (10 points)



D. Collateral Attachments/Link – Tab #4: UPLOADS. Up to 20 files, no collage images. Use the “**UPLOAD**” field to search and attach the selected each item. The collateral files must be in one of the following formats: .jpg, .gif, .pdf, .doc, .xls, .mpg. Videos up to 3 minutes in length may also be included, where allowed (MAX video file size 500MB). Press coverage, including social media reviews, magazine or newspaper articles are not permitted. Please ensure your company name, brand or logo is not visible on any pieces of collateral.

NOTE: If the category has budget parameters, your budget **MUST** be included as the first piece of collateral, but is not counted within the (20) pieces allotted. You are required to use the provided template (www.allieawards.com) as a .xls or .pdf. Budget categories are for the full retail value of the event, including donation value.

E. Payment – click the “PAY ONLINE” button for payment. Credit Card payment will be expected for reconciling the online entry process. Entries submitted during the early-entry window will make a payment fee of \$100.00. Entries submitted during the on-time entry window will make a payment fee of \$125.00. Entries submitted during the late-entry window will make a payment of \$150.00

SCORING

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed. *

The Written Event Summary will allow for 60 points of merit, covering all four questions.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

**Photography and Videography have a difference points scale, with more weight awarded to the visual product.*

IMPORTANT DATES & TIPS

- Early-bird entries: **OPEN NOW through Friday, January 5, 2018** at 10:00pm - \$100.00 fee.
- On-time entries: **through Friday, January 12, 2018** at 10:00pm - \$125.00 fee.
- The late entry window will close **Monday, January 15, 2018** at midnight - \$150.00 fee. Entries will not be accepted after this final deadline!

TIP #1 – Start early, as early as right now! Do not wait until the week of the deadlines to begin the process. Create your entrant profile today and understand the entry technology. Gather your collateral and write a draft while the event is fresh in your mind. Consider creating the written content in a WORD file for easy editing, track your character and word counts. Then, simply “cut and paste” into the text boxes.

TIP #2 – You may save your progress at any point during the submission process and go back to it later.

TIP #3 – When you’ve finished writing and uploading, the status column should read “completed” in orange. Select the completed entries and then click the “PAY ONLINE” icon to process payment. When the entry data fields are completed and the entry has been paid, return to the view/edit entries menu and click “**SUBMIT**” as the final step in the process – this will generate a third email confirmation of completion.

DESCRIPTION OF CATEGORIES & AWARDS

BEST TEAM EFFORT

- **Best Team Effort: Social Event**
- **Best Team Effort: Corporate Event**
- **Best Team Effort: Wedding**

Social Events | Corporate Events | Wedding Events - is awarded to the event team members with the best collaborative effort between the various aspects of the events industry. All parties bring the best of their skills, products, services and abilities to create something spectacular. The event should be entered into the appropriate market segment, with non-profit falling into the category of social events.

Who Can Enter: Any group of companies or individuals who formed a core event team. The team must include at least (4) four members who meet the eligibility requirements. Inclusion in the event production does not oblige team members to participate in the competition. The entry submission is to be completed by one team representative, and this person must also collect a Statement of Responsibility and payment from each team member that wishes to participate and be eligible to receive an Allie should their entry win. [See FAQ for Best Team Effort entry instructions.]

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

EVENT PLANNING

- **Best Event for a Corporation/Association, Budget Over \$100k***
- **Best Event for a Corporation/Association, Budget Under \$100k***
- **Best Social Event, Budget Over \$50k***
- **Best Social Event, Budget Under \$50k***
- **Best Non-Profit Fundraiser**
- **Best Public Fair or Festival**
- **Most Creative Venue**
- **Logistical Achievement in Planning**
- **Best Tradeshow/Conference**

*All budgeted categories should be accompanied by a budget calculating RETAIL value. Favors, donated or sponsored elements should be listed at their equivalent retail value. Required to use provided budget template on website.

Best Event: Corporation/Association (Over/Under \$100k) - is awarded to the company/individual who produced the best overall event, such as company milestones, product launch, marketing events, conventions, annual meeting, award gala and conference receptions. The complete event cost, at full retail value, must fall into the Above or Under \$100k categories.

Best Event: Social Event (Over/Under \$50k) - is awarded to the company/individual who produced the best overall event in a social setting, such as bar/bat mitzvahs, milestone celebrations, birthdays, anniversaries, sweet 16's, family reunions, proms, etc... The complete event cost at full retail value must fall into the Above or Under \$50k categories.

Best Non-Profit Fundraiser - is awarded to the company/individual who produces the best non-profit fundraiser event. Judging emphasis will be awarded on leveraging resources, active committee solicitation of donors and sponsors, as well as profitability back to the organization.

Best Public Fair or Festival – is awarded to the company/individual that puts on the best fair or festival. The event must be open to the public.

Most Creative Venue - is awarded to the company/individual that utilizes a non-traditional venue for the location of their event.

Logistical Achievement: Planning - is awarded to the company/individuals who overcome substantial obstacles in the planning process.

Best Tradeshow/Conference - is awarded to the company/individual who plan and produce the best tradeshow and/or multi-day conference style event.

Who Can Enter: Event planners, producers and coordinators; meeting planners; party planners; facility and venue managers; institutions (educational, cultural and non-profit), circuses and carnivals, sporting events and concerts, conventions and expositions service managers, destination management companies, incentive travel companies and any other entities that provide these types of services for the special events industry. Wedding submissions will not be accepted in the Event Planning discipline.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

EVENT DESIGN

- **Best Floral Design**
- **Best Non-Floral Design**
- **Best Themed Event Décor**
- **Best Tabletop Design**
- **Best Use of Rental Equipment**

Best Floral Design - is awarded to the best company/individual who produces the best floral design for an event. This category excludes display tables.

Best Non-Floral Design - is awarded to the best company/individual who produces the best non-floral design for an event. This category excludes display tables.

Best Themed Event Décor - is awarded to the company/individual who creates an overall décor design which best represents the client's event theme.

Best Tabletop Design - is awarded to the company/individual who creates the best tabletop design (floral or non-floral) for an actual event. It encompasses centerpieces, flatware, china, glassware, linens, etc. Open house, styled photo shoots, showcase or gallery style featured tables are not eligible to compete in this category.

Best Use of Rental Equipment - is awarded to the company/individual who best use rental equipment to enhance their event and its overall design décor impression.

Who Can Enter: The entity responsible for creating and producing the design and decor, including, but not limited to: event designers; floral designers, prop, scenery and display designers; balloon artists, artists in other media.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

EVENT CUISINE

- **Best Off Premise Catering**
- **Best On Premise Catering**
- **Best Menu Design**
- **Best Menu Presentation**
- **Best Culinary Innovation**

Best On Premise Catering - is awarded to the company/individual who creates the best catered event, from a full-service, on premise production kitchen.

Best Off Premise Catering - is awarded to the company/individual who creates the best catered event, delivered into an off premise setting, working from trucks, tents or and off site kitchen.

Best Menu Design - is awarded to the company/individual who delivers the best menu experience, regardless of price or presentation format, with the emphasis on culinary creativity, techniques, flavors, and transition.

Best Menu Presentation - is awarded to the company/individual who delivers the best menu visually, regardless of price or presentation format, with the emphasis on the flair of plate/table presentation, layers, garnish, colors, and detail.

Best Culinary Innovation - is awarded to the company/individual who provided a unique technique, product or presentation for an event, with an emphasis in the culinary application.

Who Can Enter: Caterers, either off-premise or in-house, including specially bakeries, restaurants, facility operators, hotels, clubs and any other entities that provide food for the special events industry. All entries must have actually been produced for an actual event, not just proposed and included in tasting.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

ENTERTAINMENT

- **Best Entertainment, Budget Over \$20k***
- **Best Entertainment, Budget Under \$20k***
- **Best Themed/Unique Entertainment**

*All budgeted categories should be accompanied by a budget at RETAIL value. Favors, donated or sponsored elements should be listed at their equivalent retail value.

Best Entertainment Production (Over/Under \$20k) - is awarded to the company/individual who produces the best production - including lighting, rigging, entertainment, A/V, etc. Overall production cost at full retail value must fall into the Above or Under \$20k categories.

Best Themed/Unique Entertainment - is awarded to the company/individual who produces a non-traditional event elements, which assists in bringing the event theme to life.

Who Can Enter: Producers, choreographers, designers and suppliers of entertainment and entertainers.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

TECHNICAL PRODUCTION

- **Best Audio Visual Design**
- **Best Lighting Design**
- **Best Tent Installation**
- **Best use of Rental Equipment**
- **Logistical Achievement in Technical Production**

Best AV Design - is awarded to the company/individual who produced the best Audio Visual design to bring the event to life.

Best Lighting Design - is awarded to the company/individual who created the best lighting to enhance their event.

Best Tent Installation - is awarded to the company/individual who best utilized tenting in any setting, including wedding events.

Best Use of Rental Equipment - is awarded to the company/individual who best used rental equipment to enhance their event for the purposes of décor or production.

Logistical Achievement: Technical Production - is awarded to the company/individuals who overcome substantial obstacles in the technical production and implementation process.

Who Can Enter: Companies providing staffing, rental equipment, tenting, lasers, lighting, special effects, pyrotechnics, audio-visual, transportation, and valet services, and any others providing technical, logistical, or design services for the special events industry.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

EVENT ENHANCEMENTS

- **Best Print Piece**
- **Best Use of Media/Technology**
- **Best Event Innovation**
- **Best Event Photography (*separate point scale listed below)**
- **Best Event Videography (*separate point scale listed below)**

Best Print Piece - is awarded to the company/individual who creates the best tangible, printed invitation, menu cards, programs, flyers, etc. for an event. This category does not allow items printed for a wedding.

Best Use of Media/Technology - is awarded to the company/individual who utilizes digital and virtual methods of communication or marketing including websites, social media, CD's, DVD's, video mapping (does not include printed media).

Best Event Innovation - is awarded to the company/individual who introduces a new and innovative product, service or concept to meet the goals of a specific event and benefit the overall event industry.

Best Event Photography - is given to the company/individual whose photography best captures the event, theme and overall spirit of an occasion for a corporate or social occasion. (does not include wedding events).

Best Event Videography - is given to the company/individual whose video best captures the event, theme and overall spirit of an occasion for a corporate or social occasion. (does not include wedding events).

Who Can Enter: Graphic designers, stationers, print companies, marketers, producers and designers of event collateral, event photographers and video film makers. Best Event Innovation can apply to vendor types across the entire special event industry.

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

Special Judging Criteria for PHOTOGRAPHY/VIDEOGRAPHY CATEGORIES (Total of 100 points):

P1. Summary | Provide an illustrative summary of the event to include; setting, purpose, size and demographic of the audience and your company's unique approach to its execution, as defined by the category. 8,000 characters, approximately 1,000 words. (5 points)

P2. Perspective | Do the images reveal the important event elements including design, production, catering, entertainment, activities and audio-visuals? (5 points) MAX 1,500 characters, approximately 250 words

P3. Technical Skill | Assess the images on composition, frame, exposure and focus (5 points) MAX 1,500 characters, approximately 250 words

P4. Editing | If any images are digitally altered, what was the purpose and extent of the changes? (5 points) MAX 1,500 characters, approximately 250 words

Event Collateral of up to 20 images files, no collages. (60) points

PHOTO/VIDEO JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (20) points of merit, covering all four points above.

Collateral will allow for total of (60) points of merit.

Judges Overall Impression will allow for (20) points of merit.

WEDDING PLANNING AND DESIGN

- **Best Wedding Event, Budget Over \$50k***
- **Best Wedding Event, Budget Under \$50k***
- **Most Creative Wedding Venue**
- **Best Wedding Print Suite**
- **Best Wedding Decor Design**
- **Best Wedding Cake Presentation**
- **Best Wedding Photography (*separate point scale listed below)**
- **Best Wedding Videography (*separate point scale listed below)**

*All budgeted categories should be accompanied by a budget at RETAIL value. Goods and services provided by family, friends or donated elements should be listed at their equivalent retail value.

Best Event: Wedding (Over/Under \$50k) - is awarded to the company/individual who produced the best overall wedding. Overall event cost at full retail value must fall into the Above or Under \$50k categories.

Most Creative Wedding Venue - is awarded to the company/individual that utilizes a non-traditional venue for a wedding.

Best Wedding Print Suite – is awarded to the company/individual who provides, creates and produces the best collection of printed materials uses to communicate prior to and on the wedding day.

Best Wedding Decor Design - is awarded to the best company/individual who produces the best comprehensive design for an actual wedding event. This category excludes display tables.

Best Wedding Cake Presentation - is awarded to the company/individuals who creates the best visual display of the wedding or groom's cake.

Best Wedding Photography - is awarded to the company/individual whose photography best captures the event, theme and overall spirit of the occasion.

Best Wedding Videography - is awarded to the company/individual whose video best captures the event, theme and overall spirit of the occasion.

Who Can Enter: The entity responsible for creating, producing delivery of the defined products and services. Including, but not limited to: wedding planners, event designers, stationers, pastry chefs, photographers, videographers, fully engaged venue managers and catering service representatives.

Entry Criteria

- Best Wedding Event, Budget Over \$50k* - please see entry criteria for event planning, pages 5-6
- Best Wedding Event, Budget Under \$50k* - please see entry criteria for event planning, pages 5-6
- Best Wedding Print Suite - please see entry criteria for enhancements, page 9
- Most Creative Wedding Venue - please see entry criteria for event planning, pages 5-6
- Best Wedding Floral Design - please see entry criteria for event design, page 7
- Best Wedding Cake Presentation - please see entry criteria for event cuisine, pages 7-8
- Best Wedding Photography - please see separate entry criteria for photography, page 10

JUDGING SCORE CRITERION of (100) points of merit maximum will be allowed.

The Written Event Summary will allow for (60) points of merit, covering all four points on page #3.

Collateral will allow for total of (20) points of merit.

Judges Overall Impression will allow for (20) points of merit.

DALE RIGGINS HUMANITARIAN AWARD

Shepard Convention Services introduced the Dale Riggins Humanitarian Award in 1993 as a tribute to, and in memory of, their valued employee, Dale Riggins, who made great contributions to the special event industry. This prestigious honor is awarded each year to an individual who donates time, talent, effort and expertise to community service both within our industry and in our community. The recipients of the award are among the most honored luminaries in our industry.

Consider for a moment the individuals who truly “make a difference” to those in need and whose effects give the Atlanta special events industry its true impact and high profile. Please take time to nominate someone in our industry whom you feel is worthy of this honor. Nominees should be of high moral and ethical stature and exhibit outstanding professionalism in their service to the special events industry and the community at large. The winner will be selected by the Allie Awards Board and the honor will be presented on awards night.

Nominations will be accepted via the Allie Awards website. Please check www.allieawards.com for more information.

Past Recipients:

| | |
|------|-------------------------------|
| 1994 | Dale Riggins |
| 1995 | Tim Lundy, CSEP |
| 1996 | Tony Conway, CMP |
| 1997 | Robert Griggs |
| 1998 | Erik Magnusson |
| 1999 | Bob Blaesing, CSEP |
| 2000 | Tina DeRenzis |
| 2001 | J. Wilbur Smith |
| 2003 | Terry Singleton, CSEP |
| 2004 | Doc Waldrop |
| 2005 | Dennis Smith |
| 2006 | Greg Snow |
| 2007 | Matt Clouser |
| 2008 | Brenda Maynard |
| 2009 | Dan Nolan III |
| 2010 | Margie Deitz |
| 2011 | Dionne Battle, CSEP |
| 2012 | Qualena Odom-Royes, CSEP, CMP |
| 2013 | Denise Rindsberg |
| 2014 | J. Wilbur Smith |
| 2015 | Sharon Hochdorf |
| 2016 | Dee Lanes Eades, CPCE |
| 2017 | not awarded |

TIM LUNDY, CSEP RISING STAR AWARD

At the 21st anniversary of the Allie Awards we remembered the entrepreneurial spirit of the team that created the Allies, in particular its founder, Tim Lundy, CSEP. The spirit and intent of this award is designed to honor, recognize, encourage and inspire a young event professional toward his/her greatest potential in the special events industry.

Nominees shall:

- Be within their first five years in the special events industry
- Be actively involved in the Atlanta events industry and association community
- Have exhibited innovation and leadership and made an impact on their company
- Have clear potential to grow into more responsibility in their company, association organization and the community at large.

Nominations will be accepted via the Allie Awards website. Please check www.allieawards.com for more information.

Past Recipients:

2010 Michael Shoer
2011 Leah Stephens Economos
2012 Sarah Ackerman
2013 Sheena Koger Vollmer
2014 Levi Bulkley
2015 Julie Anne Neill
2016 Tasha Jackson
2017 John Scroggins

BOB BLAESING, CSEP LIFETIME ACHIEVEMENT AWARD

A Lifetime Achievement Award was established in the first year of the Allie Awards to honor individuals in our industry who have made a mark in Atlanta's events community over their career. Past recipients are event professionals for 20 years or more who are well known for their contributions to the special events industry.

The title "Lifetime Achievement Award" implies a long period of time, and while honoring longevity is good, the key word is "achievement." We chose in 2004 to honor the late Bob Blaesing, CSEP, co-founder of Experience by Design, by renaming the award the "Bob Blaesing, CSEP, Lifetime Achievement Award." Bob was a visionary whose philosophy exemplifies what we honor with the Lifetime Achievement Award: nurturing those around us through education, pursuit of ethical and professional behavior throughout the industry, and commitment to the growth of special events. May his spirit live on in those who are honored with this award.

Nominees are put forward by the Allie Awards Board of Directors and Committee Chairs. They will be individuals who have made an impact in the Atlanta events community over the course of their career, through innovation, dedication and achievement. The winner will be selected by the Allie Awards Board of Directors and the honor will be presented on awards night.

Past Recipients:

1991 Helen Roberts
1992 Mary Jordan
1993 Robert Griggs
1995 Bob Hansel
1996 Klaus Inkamp, CSEP
1998 Ron Lazarus & Scott Ardolino
1999 Suzanne Stedman
2001 Tim Lundy, CSEP
2002 Bob Blaesing, CSEP
2004 Shelley Pedersen, CPCE
2005 Terry Singleton, CSEP
2006 Kendall Collier
2007 Gayle Skelton, CPCE
2008 Doc Waldrop
2009 Dennis Smith
2010 Brenda Maynard
2011 Walt Nemeth, CPCE
2012 J. Wilbur Smith
2013 Tony Conway, CSEP, CMP
2014 Barbara Roos
2015 Dan Noland
2016 Teresa Day
2017 Steve Bales