



Judging Notes:

- Each question has a maximum of 10 points available
- The rubric for the question sets out the expectation of content for the answer to that question
- There is an expected level of quality for each level of marking. Whilst the number of examples can be used as a guide, it is quality of the examples that is important.
- There is some discretion of points awarded in each grade, with a scale for each grade. This gives the judge an ability to distinguish submissions of similar quality and content
- You are judging each application purely on its own merits. You do not need to rank all applications, just assess the answers given
- You should only mark the answers based on the evidence provided, not on additional information you may know about the venue or nominee.
- All judging is completed in confidence, and only the EVANZ GM will know the marks awarded
- Should there be a tie for the winning nomination in a category, the GM will instigate a tie-break process
- Each category will have an allocate tie break judge, separate from the main judges. They will only be utilised in the event of a tie break.
- The tie break judge will be provided with the tie-broke applications (but not the marks awarded by other judges) and will conduct a final moderation judging of the

applications. They will need to ensure one application scores higher than any others they are tie-broke with, so will need to assess each question against the rubric, and against the other applications answers to ensure one scores higher

- The EVANZ GM reserves the right to alter the category an application has been made in if they determine that the applicant does not meet the basic requirements for the category they have applied for.

Venues Awards – All awards					
Criteria	E (0-3)	D (4 - 5)	C (5 - 6.4)	B (6.5 - 7.9)	A (8 - 10)
Venue Strategic Focus: Judges are looking for evidence of the strategy you have in place for your venue, and how do you interpret these values and strategies into your day-to-day operations. Examples could include your strategies around how you engage with your community, how you upskill your team to deliver outstanding customer service, how you attract and encourage a diverse range of content etc.					
Venues Strategic Focus: Provide an understanding of the venues vision, goals and strategic objectives.	No reference to venues vision, values or strategic objectives	Very basic reference to venues vision, values or strategic objectives No examples of application	Some understanding of the venues vision, values or strategic objectives A quality answer for this grade should ideally contain a minimum 1+ example	Good understanding of venues vision, values or strategic objectives A quality answer for this grade should ideally contain 3+ examples	Excellent understanding of the venues vision, values or strategic objectives A quality answer for this grade should ideally contain 5+ examples
Achievements and Community focus: This is a great section to show off about your achievements. Judges are looking for outstanding examples of where your venue has gone above and beyond and produced amazing results. This section also focuses on the work you do in your community. Judges are looking for examples of where you have worked with the community, where you have built capability, where you have enhanced liability and vibrancy of your community etc.					
Achievements & Community focus: Outline the achievements of the venue and the role the venue plays within its community.	No reference to achievements of the venue No mention of role within community	Very basic reference of the achievements of the venue, no examples of application Basic refence to the venue’s role in the community No examples of application	Some description of the achievements of the venue A quality answer for this grade should ideally contain 1+ example Some understanding of role the venue plays in the community A quality answer for this grade should ideally contain 1+ example	Good description of the achievements of the venue A quality answer for this grade should ideally contain 3+ examples Good evidence of the role the venue plays in the community A quality answer for this grade should ideally contain 3+ examples	Excellent description of the achievements of the venue A quality answer for this grade should ideally contain 5+ examples Excellent evidence of the role the venue plays in the community A quality answer for this grade should ideally contain 5+ examples
Customer / guest focus: In this section the judges are looking for examples of how you provide the wow to your customers and guests. How do you go above and beyond to deliver outstanding customer experience, how do you meet and exceed expectations?					
Customer/Guest Focus: Outline how has the venue met or exceeded the expectations of customers, patrons or guests in the venue	No reference to how the venue has met or exceeded the expectations of patrons / customers / guests in the venue	Very basic reference as to how the venue has met or exceeded the expectations of patrons / customers / guests in the venue No examples of application	Some description as to how the venue has met or exceeded the expectations of patrons / customers / guests in the venue, A quality answer for this grade should ideally contain 1+ example	Good description as to how the venue has met or exceeded the expectations of patrons / customers / guests in the venue, A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the venue has met or exceeded the expectations of patrons / customers / guests in the venue, A quality answer for this grade should ideally contain 5+ examples
Hirer / partner / supplier focus: In this section the judges are looking for examples of how you work with your partners and how you meet or exceed their expectations. What partnerships do you have in place that enhances the operation of your facility, what do you offer hirers and clients to provide that memorable experience, how do your suppliers play a part on the overall success of yo ur facility?					
Hirer / Partner / Supplier focus: Outline how the venue has met or exceeded the expectations of its hirers / partners / suppliers	No reference to how the venue has met stakeholder expectations	Very basic reference as to how the venue has met stakeholder expectations No examples of application	Some description as to how the venue has met stakeholder expectations A quality answer for this grade should ideally contain 1+ example	Good description as to how the venue has met stakeholder expectations A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the venue has met stakeholder expectations A quality answer for this grade should ideally contain 5+ examples
Asset Management & Sustainability: In this section judges are looking at how you plan for the upkeep and ongoing improvement of your facilities. How do you ensure it remains safe and welcoming for guests, and how do you identify a nd act on ideas for enhancements and remaining modern and fit for purpose. Judges are also looking at your approach to sustainability – how do you interpret it, what initiatives do you have in place to limit your impact on the environment etc					
Asset Management & Sustainability focus: Outline how the venue manages its assets for the future and what part sustainability plays in their planning	No reference to the venues long term asset management plan No reference to how the venue manages sustainability	Very basic reference to the venues long term asset management plan, No examples Very basic reference to how the venue manages sustainability No examples	Some description of the venues long term asset management plan A quality answer for this grade should ideally contain 1+ example Some description of how the venue manages sustainability A quality answer for this grade should ideally contain 1+ example	Good description of the venues long term asset management plan A quality answer for this grade should ideally contain 3+ examples Good description of how the venue manages sustainability A quality answer for this grade should ideally contain 3+ examples	Excellent description of the venues long term asset management plan A quality answer for this grade should ideally contain 5+ examples Excellent description of how the venue manages sustainability A quality answer for this grade should ideally contain 5+ examples
Achievements in alignment with conference & award theme: In this section judges are looking at what activities or strategies you have undertaken this year that align with the conference and award theme – “Out of Adversity Comes Creativity”.					
Achievements in alignment with the conference and award theme: Outline the achievements, strategies or initiatives the venue has implemented in alignment with the theme “Out of Adversity Comes Creativity”, over and above ‘business as usual’ for the venue	No reference to the theme elements	Very basic reference to the award theme elements No examples	Some description of the initiatives in line with eh award theme A quality answer for this grade should ideally contain 1+ example	Good description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 3+ examples	Excellent description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 5+ examples

People Awards – Leader of the Year					
Nominees for this award may be General Managers, CEOs, Venue Managers etc. Its envisioned that the nominee would be in a seni or management position with substantial influence over the strategic and operational direction of the venue.					
Criteria	E (0-3)	D (4 - 5)	C (5 - 6.4)	B (6.5 - 7.9)	A (8 - 10)
Strategic Focus: In this section the judges are looking for examples of how well the nominee understands the strategic nature of their role, how they help develop and set the strategy for their facility, and how they execute the strategy.					
Strategic Focus: Outline the nominee’s role and objectives and the strategic focus they have within the venue	No reference to nominee’s role, objectives or breadth of responsibilities No reference to the strategic focus the nominee has within the venue	Very basic reference to nominee’s role, objectives or breadth of responsibilities, very basic reference of the strategic focus the nominee has within the venue No examples of application	Some understanding of nominee’s role, objectives or breadth of responsibilities, Some understanding of the strategic focus the nominee has within the venue A quality answer for this grade should ideally contain 1+ example	Good understanding of nominee’s role, objectives or breadth of responsibilities, evidence of application, Good understanding of the strategic focus the nominee has within the venue A quality answer for this grade should ideally contain 3+ examples	Excellent understanding of nominee’s role, objectives or breadth of responsibilities, evidence of application and understanding of the strategic focus the nominee has within the venue A quality answer for this grade should ideally contain 5+ examples
Achievement Focus: In this section the judges are looking for examples how some of the great achievements the nominee has had in their role over the 12 months of assessment.					
Achievement Focus: Outline the nominee’s achievements in their role	No reference to nominee’s achievements in their role	Very basic reference to the nominee’s achievements in their role No examples	Some description of the nominee’s achievements in their role A quality answer for this grade should ideally contain 1+ example	Good description of the nominee’s achievements in their role A quality answer for this grade should ideally contain 3+ examples	Excellent description of the nominee’s achievements in their role A quality answer for this grade should ideally contain 5+ examples
Customer / Guest focus: In this section the judges are looking for examples of how the leader interprets their strategic objectives as they relate to the customer / guest. What initiatives do they have in place and how are they leading these initiatives to achieve outstanding customer experiences.					
Customer/Guest Focus: Detail how the nominee has led initiatives to ensure customer or guest expectations are exceeded in the venue	No reference to how the nominee has led customer experience initiatives at their venue	Very basic reference as to how the nominee has led customer experience initiatives at their venue No examples	Some description as to how the nominee has led customer experience initiatives at their venue A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has led customer experience initiatives at their venue A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has led customer experience initiatives at their venue A quality answer for this grade should ideally contain 5+ examples
Hirer / Partner Focus: In this section the judges are looking for examples of how the nominee works with partners, and how they leverage these relationships to achieve great results for the facility. This may include stakeholders such as hirers / clients, council, suppliers etc.					
Hirer / partner Focus: Outline how does the nominee identify with key stakeholders and ensure their satisfaction.	No reference to how the nominee has identified with stakeholders and ensured their satisfaction	Very basic reference as to how the nominee has identified with stakeholders and ensured their satisfaction No examples	Some description as to how the nominee has identified with stakeholders and ensured their satisfaction A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has identified with stakeholders and ensured their satisfaction A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has identified with stakeholders and ensured their satisfaction A quality answer for this grade should ideally contain 5+ examples
Leadership Focus: In this section the judges are looking for examples that highlight the leadership qualities the nominee has. What’s their leadership style, how do they engage with the teams under them, how do they foster an outstanding environment to work in, how do they approach self-development and the development of others etc.					
Leadership Focus: Outline how has the nominee has developed their own leadership skills, and how they have developed their team.	No reference to how the nominee has developed their own leadership skills No reference to how the nominee has developed their team.	Very basic reference to how the nominee has developed their own leadership skills No examples Very basic reference to how the nominee has developed their team No examples	Some description of how the nominee has developed their own leadership skills. Some description of how the nominee has developed their team A quality answer for this grade should ideally contain 1+ example	Good description of how the nominee has developed their own leadership skills. Good description of how the nominee has developed their team A quality answer for this grade should ideally contain 3+ examples	Excellent description of how the nominee has developed their own leadership skills. Excellent description of how the nominee has developed their team A quality answer for this grade should ideally contain 5+ example
Industry Focus: In this section the judges are looking for examples of where the nominee has contributed to enhancing the venues and events industry in New Zealand. Examples may include association board roles, working groups with different stakeholders (outside of just their own facility), advocacy they have advanced in areas relating to venues and events etc.					
Industry Focus Outline how the nominee has contributed to the leadership of the venues industry in New Zealand	No evidence of involvement in or leadership of the wider venues or events industry in NZ	Very basic reference to involvement in or leadership of the wider venues or events industry in NZ No examples	Some description of involvement in or leadership of the wider venues or events industry in NZ A quality answer for this grade should ideally contain 1+ example	Good description of involvement in or leadership of the wider venues or events industry in NZ A quality answer for this grade should ideally contain 3+ examples	Excellent description of involvement in or leadership of the wider venues or events industry in NZ A quality answer for this grade should ideally contain 5+ examples
Achievements in alignment with conference & award theme: In this section judges are looking at what activities or strategies you have undertaken this year that align with the conference and award theme – “Out of Adversity Comes Creativity”.					
Achievements in alignment with the conference and award theme: Outline the achievements, strategies or initiatives the nominee has implemented in alignment with the theme “Out of Adversity	No reference to the theme elements	Very basic reference to the award theme elements No examples	Some description of the initiatives in line with eh award theme A quality answer for this grade should ideally contain 1+ example	Good description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 3+ examples	Excellent description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 5+ examples

Comes Creativity”, over and above ‘business as usual’					
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People Awards – Team Member of the Year					
Nominees for this award are the standout team members who go above and beyond to make events happen.					
Criteria	E (0-3)	D (4 - 5)	C (5 - 6.4)	B (6.5 - 7.9)	A (8 - 10)
Responsibility Focus: In this section the judges are looking for examples of how the nominee understands their role, what are the objectives and responsibilities of the role, and how do they fulfil these requirements?					
Responsibility Focus: Outline the nominee’s role and objectives and the breadth of their responsibilities	No reference to any of nominee’s role and objectives or breadth of responsibilities	Very basic reference to nominees understanding of their role and objectives or their breadth of responsibilities No examples of application	Some understanding of nominees understanding of their role and objectives or their breadth of responsibilities Basic evidence of application A quality answer for this grade should ideally contain 1+ example	Good understanding of nominee’s role and objectives and breadth of responsibilities Good evidence of application A quality answer for this grade should ideally contain 3+ examples	Excellent understanding of nominee’s role and objectives and breadth of responsibilities Excellent evidence of application A quality answer for this grade should ideally contain 5+ examples
Achievement focus: In this section the judges are looking for examples of the outstanding achievements this team members has had over the 12-month period of assessment, and how these have contributed to the success of the facility					
Achievement focus: Outline the nominee’s achievements in their the role	No reference to nominee’s achievements in their role	Very basic reference to the achievements of the nominee No examples	Some description of the nominee’s achievements A quality answer for this grade should ideally contain 1+ example	Good description of the nominee’s achievements A quality answer for this grade should ideally contain 3+ examples	Excellent description of the venue’s achievements A quality answer for this grade should ideally contain 5+ examples
Customer Focus: In this section the judges are looking for evidence of how the nominee approaches customer experience – how do they contribute to the delivering overall outstanding experiences, and what role do they play in this. Have they come up with initiatives themselves, and how have they executed these.					
Customer Focus: Detail how the nominee has contributed to delivering and exceeding customer expectations in the venue.	No reference to how the nominee has contributed to customer experience initiatives at their venue	Very basic reference as to how the nominee has contributed to customer experience initiatives at their venue No examples	Some description as to how the nominee has contributed to customer experience initiatives at their venue A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has contributed to customer experience initiatives at their venue A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has contributed to customer experience initiatives at their venue A quality answer for this grade should ideally contain 5+ examples
Hirer / Partner focus: In this section the judges are looking for evidence of how the nominee interacts with hirers and partner, and how they go above and beyond to provide an outstanding experience for them.					
Hirer / Partner / Supplier Focus: Outline how the nominee works with hirers/partners and how they ensure their satisfaction	No reference to how nominee works with hirers / partners and ensures their satisfaction	Very basic reference to how nominee works with hirers / partners and ensures their satisfaction No examples	Some description of how nominee works with hirers / partners and ensures their satisfaction A quality answer for this grade should ideally contain 1+ example	Good description of how nominee works with hirers / partners and ensures their satisfaction A quality answer for this grade should ideally contain 3+ examples	Excellent description of how nominee works with hirers / partners and ensures their satisfaction A quality answer for this grade should ideally contain 5+ examples
Growth and development: In this section the judges are looking for evidence of how the nominee focuses on developing themselves, and the support that they provide within the team to develop / coach / mentor or support other team members.					
Growth & Development Focus: Outline how the nominee develops themselves and the leadership contributions they make to their team	No reference to how the nominee has developed their own skills No reference to how the nominee has contributed leadership / coaching to their team	Very basic reference as to how the nominee has developed their own skills No examples Very basic reference as to how the nominee has contributed leadership / coaching to their team No examples	Some description as to how the nominee has developed their own skills Some description as to how the nominee has contributed leadership / coaching to their team A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has developed their own skills Good description as to how the nominee has contributed leadership / coaching to their team A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has developed their own skills. Excellent description as to how the nominee has contributed leadership / coaching to their team A quality answer for this grade should ideally contain 5+ examples
Industry Involvement focus: In this section the judges are looking for evidence of how the nominee is active in the wider venues and events industry, how they contribute to the industry, or perhaps how they give back.					
Industry Involvement focus: Outline how the nominee has contributed to the wider venues industry in New Zealand	No evidence of involvement in the wider venues or events industry in NZ	Very basic reference of involvement in the wider venues or events industry in NZ No examples	Some description of involvement in the wider venues or events industry in NZ A quality answer for this grade should ideally contain 1+ example	Good description of involvement in the wider venues or events industry in NZ A quality answer for this grade should ideally contain 3+ examples	Excellent description of involvement in the wider venues or events industry in NZ A quality answer for this grade should ideally contain 5+ examples
Achievements in alignment with conference & award theme: In this section judges are looking at what activities or strategies you have undertaken this year that align with the conference and award theme – “Out of Adversity Comes Creativity”.					
Achievements in alignment with the conference and award theme: Outline the achievements, strategies or initiatives the nominee has implemented in alignment with the theme “Out of Adversity	No reference to the theme elements	Very basic reference to the award theme elements No examples	Some description of the initiatives in line with eh award theme A quality answer for this grade should ideally contain 1+ example	Good description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 3+ examples	Excellent description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 5+ examples

Comes Creativity”, over and above ‘business as usual’					
People Awards – Rising Star of the Year					
Nominees for this award are our event and venues industry leaders of tomorrow. There is no set number of years a siring star must have worked, but it is intended to celebrate those who are building a career in the industry.					
Criteria	E (0-3)	D (4 - 5)	C (5 - 6.4)	B (6.5 - 7.9)	A (8 - 10)
Role Focus: In this section the judges are looking for evidence of what the nominee’s role is, the objectives of the role and how they are meeting or exceeding them.					
Role Focus: Outline the nominee’s role and their understanding of the role objectives	No reference to nominee’s role objectives or breadth of responsibility	Very basic reference to nominee’s role objectives or breadth of responsibility No examples of application	Some understanding of nominee’s role objectives or breadth of responsibility A quality answer for this grade should ideally contain 1+ example	Good understanding of the nominee’s role objectives or breadth of responsibility A quality answer for this grade should ideally contain 3+ examples	Excellent understanding of nominee’s role objectives or breadth of responsibility A quality answer for this grade should ideally contain 5+ examples
Achievement Focus: In this section the judges are looking for examples of the amazing achievements the nominee has made in the 12 months assessment period for the award.					
Achievement Focus: Outline the nominee’s achievements in their role	No reference to nominee’s achievements in their role	Very basic reference to the nominee’s achievements in their role No examples	Some description of nominee’s achievements in their role A quality answer for this grade should ideally contain 1+ example	Good description of the nominee’s achievements in their role A quality answer for this grade should ideally contain 3+ examples	Excellent description of the nominee’s achievements in their role A quality answer for this grade should ideally contain 5+ examples
Customer/Hirer Focus: In this section the judges are looking for evidence and examples of how the nominee enhances the experience of customers and guests. How do they contribute to what’s in place, have they developed and or implemented any new initiatives, how are they supporting other teams to deliver outstanding experiences.					
Customer/Hirer Focus: Detail how the nominee has a customer / hirer experience focus	No reference to how the nominee has contributed to customer / hirer experience initiatives at their venue	Very basic reference as to how the nominee has contributed to customer / hirer experience initiatives at their venue No examples	Some description as to how the nominee has contributed to customer / hirer experience initiatives at their venue A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has contributed to customer / hirer experience initiatives at their venue A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has contributed to customer / hirer experience initiatives at their venue A quality answer for this grade should ideally contain 5+ examples
Growth and Development focus: In this section the judges are looking for evidence of how the nominee is developing and growing their own capability, knowledge and experience. What is their approach to ongoing development, and how are they achieving this?					
Growth and Development focus: Outline how has the nominee has demonstrated a willingness to grow and develop both personally and for the organisation.	No reference to how the nominee has developed in their role.	Very basic reference to how the nominee has developed in their role No examples	Some description how the nominee has developed in their role A quality answer for this grade should ideally contain 1+ example	Good description how the nominee has developed in their role A quality answer for this grade should ideally contain 3+ examples	Excellent description how the nominee has developed in their role A quality answer for this grade should ideally contain 5+ examples
Informal Leadership focus: In this section the judges are looking for examples of where ethe nominee is developing their own leadership style and qualities. This may be an informal form of leadership at this stage of their career, but evidence should be presented of how they are focusing on developing and supporting others, not just their own goals and career.					
Informal Leadership focus: Outline how has the nominee stood out and shown informal leadership and initiative.	No evidence of how the nominee has shown informal leadership or initiative	Very basic reference to how the nominee has shown informal leadership or initiative No examples	Some description of how the nominee has shown informal leadership or initiative A quality answer for this grade should ideally contain 1+ example	Good description of how the nominee has shown informal leadership or initiative A quality answer for this grade should ideally contain 3+ examples	Excellent description of how the nominee has shown informal leadership or initiative A quality answer for this grade should ideally contain 5+ examples
Industry Involvement focus: In this section the judges are looking for evidence of how the nominee is active in the wider venues and events industry, how they contribute to the industry, or perhaps how they give back.					
Industry involvement focus: Outline how the nominee has contributed to the wider venues industry in New Zealand	No evidence of nominee’s involvement in the wider events or venues industry in NZ	Very basic reference to nominee’s involvement in the wider events, or venues industry in NZ No examples	Some description of nominee’s involvement in the wider events, or venues industry in NZ A quality answer for this grade should ideally contain 1+ example	Good description of nominee’s involvement in the wider events, or venues industry in NZ A quality answer for this grade should ideally contain 3+ examples	Excellent description of nominee’s involvement in the wider events, or venues industry in NZ A quality answer for this grade should ideally contain 5+ examples
Achievements in alignment with conference & award theme: In this section judges are looking at what activities or strategies you have undertaken this year that align with the conference and award theme – “Out of Adversity Comes Creativity”.					
Achievements in alignment with the conference and award theme: Outline the achievements, strategies or initiatives the nominee has implemented in alignment with the theme “Out of Adversity	No reference to the theme elements	Very basic reference to the award theme elements No examples	Some description of the initiatives in line with eh award theme A quality answer for this grade should ideally contain 1+ example	Good description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 3+ examples	Excellent description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 5+ examples

Comes Creativity, over and above ‘business as usual’					
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Best Industry Supplier Award					
This award is given to an outstanding associate member, who has gone above and beyond to support our industry over the last year, or who has developed their products and services to achieve awesome results.					
Criteria	E (0-3)	D (4 - 5)	C (5 - 6.4)	B (6.5 - 7.9)	A (8 - 10)
Innovation & Creativity focus: In this section the judges are looking for evidence of how the associate member is developing their services and products to address needs in the industry. How are they identifying gaps and challenges, and how are they using innovation and creativity to address these challenges and support venues and events.					
Innovation & Creativity focus: Outline How the associate member strives to add innovation and creativity to their product offering in support of the events and venues industry	No reference to any innovation or creativity initiatives	Very basic reference to any innovation or creativity initiatives No examples of application	Some reference to any innovation or creativity A quality answer for this grade should ideally contain 1+ example	Good understanding or references to any innovation or creativity initiatives A quality answer for this grade should ideally contain 3+ examples	Excellent understanding or reference to any innovation or creativity initiatives A quality answer for this grade should ideally contain 5+ examples
Customer/Guest experience Focus: In this section the judges are looking for evidence of the nominee’s customer service ethos. What do they have in place to manage customers and expectations, how are they meeting these objectives, and how do they ensure they deliver outstanding customer service every time.					
Customer/Guest experience Focus: Detail how the nominee has a client focus and understands the importance of the customer and guest.	No reference to how the nominee has focused on customer experience in relation to their product/service	Very basic reference as to how the nominee has focused on customer experience in relation to their product/service No examples	Some description as to how the nominee has focused on customer experience in relation to their product/service A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has focused on customer experience in relation to their product/service A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has focused on customer experience in relation to their product/service A quality answer for this grade should ideally contain 5+ examples
Contribution to the industry: In this section the judges are looking for evidence of how the nominee has contributed to the development or capability building of the industry. Do they play an active part in developing the industry, are they active in boards, working groups or other industry groups?					
Contribution to the industry: Outline how has the nominee has contributed positively to the industry	No reference to how the nominee has contributed positively to the industry in relation to their highlighted product / service	Very basic reference as to how the nominee has contributed positively to the industry in relation to their highlighted product / service No examples	Some description as to how the nominee has contributed positively to the industry in relation to their highlighted product / service A quality answer for this grade should ideally contain 1+ example	Good description as to how the nominee has contributed positively to the industry in relation to their highlighted product / service A quality answer for this grade should ideally contain 3+ examples	Excellent description as to how the nominee has contributed positively to the industry in relation to their highlighted product / service A quality answer for this grade should ideally contain 5+ examples
Achievements in alignment with conference & award theme: In this section judges are looking at what activities or strategies you have undertaken this year that align with the conference and award theme – “Out of Adversity Comes Creativity”.					
Achievements in alignment with the conference and award theme: Outline the achievements, strategies or initiatives the nominee has implemented in alignment with the theme “Out of Adversity Comes Creativity, over and above ‘business as usual’	No reference to the theme elements	Very basic reference to the award theme elements No examples	Some description of the initiatives in line with eh award theme A quality answer for this grade should ideally contain 1+ example	Good description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 3+ examples	Excellent description of the initiatives in alignment with the award theme A quality answer for this grade should ideally contain 5+ examples