Worksheet 9  
THE Gala

**Awards 101: The Missing Manual for Awards Professionals**

**Overview**

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|  | The Gala is a cherry on top of your program pie. It must be perfect. This is the event everyone looks forward to and you are simply not allowed to disappoint your best participants, distinguished judges, generous sponsors, and all other people who come to share this festive moment. |

**Gala preferences**

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|  | Take a minute to think through the specifics of what your gala will look like, where it will take place, how it will be organized, what awards and in what manner will be given, what food will make your audience relax and enjoy the show. |

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| Questions | Answers |
| Which event format do you choose for your gala? | ⭘ online  ⭘ sit down dinner  ⭘ cocktails  ⭘ just a ceremony  ⭘ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Winners from which categories are you going to celebrate during gala? |  |
| Do you prepare and rehearse the scripts for everyone who is going to appear on stage? |  |
| What kind of instructions / advice would be helpful for your program awardees? |  |
| What keynote presenters would fit nicely into the atmosphere and focus of the gala? |  |
| Which qualities / skills should the perfect MC (host) have? |  |
| Who are the people best matching the qualities from the previous question? |  |
| Are the socializing opportunities, grouping possibility, stage visibility etc. satisfied well by the chosen seating layout? |  |
| What audio devices, equipment, recordings should be tested? |  |
| What video devices, equipment, recordings should be tested? |  |
| Rank the following criteria in order of importance for your gala. | 🞏 Size  🞏 Location  🞏 Amenities  🞏 Ambiance  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What type of award do you present to the winners? | 🞏 trophy  🞏 plaque  🞏 certificate  🞏 medal  🞏 ribbon  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| How do you make sure your award is easily distinguished from other awards? |  |
| Who do you invite to the gala? Do you think there are categories of people that would increase the value / status / attractiveness of your gala? | 🞏 Finalists  🞏 Judges  🞏 Friends and family of the finalists  🞏 Sponsors  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Which types of specific food options do you offer? Do you think more/fewer are necessary? | 🞏 Gluten-free  🞏 Vegetarian  🞏 Vegan  🞏 Lactose-free  🞏 Sugar-free  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What are the basic functions / processes you need gala staff for? | 🞏 Marketing your gala  🞏 Making arrangements with catering companies, A/V services, carriers, awards manufacturers, etc.  🞏 Checking tickets  🞏 Planning seating arrangements  🞏 Observing the budget  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  🞏 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Which Internet connectivity options does the venue offer? Do you have a reliable backup? |  |
| Which format do you offer the program book in? | ⭘ physical  ⭘ online  ⭘ both |
| What types of advertising do you use for the gala? Do they relate to the program advertising? |  |
| What companies could reinforce the image and reputation of your gala? |  |
| Which types of common swag would be most suitable for your program’s gala? | 🞏 A care package  🞏 A fun or unique snack  🞏 Mobile device chargers  🞏 Seasonal items  🞏 Nice moleskin notebooks  🞏 Aluminum water bottles  🞏 Umbrellas  🞏 Light-weight reusable shopping bags  🞏 Hand sanitizer  🞏 Flashlight  🞏 Breath mints  🞏 High-quality T-shirts  🞏 Leather luggage tags |
| What would be a suitable content for a grab bag? | See ideas above |
| Which metrics do you measure the success of you gala against? Do they cover all most important aspects of the event? |  |

**manpower**

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|  | What people and third parties do you need to make this show happen? |

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| Position | Outsource? | Task to? |
| Project Manager | Manage all aspects of planning and executing the event. |  |  |
| Event Planner | Responsible for the event’s logistics such as securing the venue, determining the menu, and designing the décor for the venue. |  |  |
| Registration Associate | Responsible for processing RSVPs or ticket and table purchases. |  |  |
| Sponsorship Associate | Responsible for securing sponsors. |  |  |
| Producer | Responsible for producing the awards ceremony. |  |  |
| Photographer | Responsible for photographing the event. |  |  |
| Videographer | Responsible for videotaping the event. |  |  |
| Script Writer | Responsible for writing the script for the awards ceremony. |  |  |

**finance**

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|  | How will you allocate your financial resources is critical. Is there a chance to save in one place? Are there things you must never save on? |

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| Revenue | Prior Year Budget | Prior Year Actual | This Year Budget |
| Gala/Awards Ceremony Tickets |  |  |  |
| Sponsorship |  |  |  |
| Advertising |  |  |  |

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| Expenses | Prior Year Budget | Prior Year Actual | This Year Budget |
| **Operations** |  |  |  |
| Management |  |  |  |
| Staff Time |  |  |  |
| Temporary Staff |  |  |  |
| Email |  |  |  |
| Phone |  |  |  |
| Supplies |  |  |  |
| Miscellaneous |  |  |  |
| **Marketing** |  |  |  |
| *Graphic Design* |  |  |  |
| Website |  |  |  |
| Email Design |  |  |  |
| Event Invitation |  |  |  |
| Gala Invitation |  |  |  |
| *Postage* |  |  |  |
| Gala Invitation |  |  |  |
| Email Blast Service |  |  |  |
| Writer |  |  |  |
| Press Release Distribution |  |  |  |
| Social Media Advertising |  |  |  |
| Traditional Advertising |  |  |  |
| Miscellaneous |  |  |  |
| **IT/Web Development** |  |  |  |
| Awards Website Development |  |  |  |
| Hosting Fees |  |  |  |
| Integration Costs |  |  |  |
| Event Registration Software Development |  |  |  |
| Ongoing IT Support |  |  |  |
| Miscellaneous |  |  |  |
| **Gala/Awards Ceremony** |  |  |  |
| *Venue* |  |  |  |
| Rental Fee |  |  |  |
| A/V |  |  |  |
| Techs |  |  |  |
| Food and Beverage |  |  |  |
| Setup/Takedown Fee |  |  |  |
| Tip |  |  |  |
| Miscellaneous |  |  |  |
| *Travel* |  |  |  |
| Transportation (train, air, etc.) |  |  |  |
| Hotel |  |  |  |
| Food |  |  |  |
| Taxi |  |  |  |
| Tip |  |  |  |
| Miscellaneous |  |  |  |
| *Program Book* |  |  |  |
| Design |  |  |  |
| Printing |  |  |  |
| Shipping |  |  |  |
| Supplies |  |  |  |
| Production Company |  |  |  |
| Awards Ceremony PowerPoint |  |  |  |
| Photography |  |  |  |
| Decoration |  |  |  |
| Finalist/Winner Display |  |  |  |
| Ribbons |  |  |  |
| Certificates |  |  |  |
| Trophies/plaques |  |  |  |
| Shipping |  |  |  |
| Entertainment |  |  |  |
| Voice of God |  |  |  |
| Miscellaneous |  |  |  |