



communications
& event planning



CASE STUDY:

Edmonton Tourism – You're Welcome Edmonton Awards

BACKGROUND

The You're Welcome Edmonton Awards were created in 1990 to recognise excellence in front-line service in Edmonton's Hospitality Industry. The program involves a nomination process, interviews and an Awards Gala each year. TNT Events managed all aspects of the awards in 2005 and 2006.

OBJECTIVES

Market the program to businesses in the Edmonton area. Provide an excellent awards gala for award nominees and winners. Facilitate the development, distribution and implementation of the nomination process. Manage all industry committees involved in the planning of the program.

CHALLENGE

Given the number of retail and service outlets in the city, communicating the goals of this program was a massive task. The public also had to be educated about the program, how they could nominate and what benefits there are to taking part. Coordination of the gala evening was a massive undertaking since over 1000 people attend and all food and beverage had to be donated!

STRATEGY / TACTICS

The key to managing a task of this size is developing a strong plan. Each area received a detailed critical path that outlined everyone's – including volunteers – tasks and when those tasks must be completed. TNT Events also took the initiative to think outside the box and develop new marketing tools to get the word out about the awards. A contest was developed, offering potential nominators the opportunity to win a prize just for recognising excellent service.

RESULTS

Nominations for the awards increased by about 15% and attendees at the gala increased by the same percentage. Feedback from the event was extremely positive, with many comments suggesting that it was the "best gala yet".