

**2019 Traverse Awards**

**Official Entry ForM**

# **Preparing Your Entries**

In order to be judged, entrants must complete this entry form. You will need to have ***ONE sheet for each entry***. If you need more space, please add additional lines. All entries must be received at the Kentucky Travel Industry Association by **Wednesday, August 14, 2019**. A late fee of $25.00 will be applied to submissions after August 14, and no submissions will be accepted after August 21, 2019.

 **Entry Division: Entry Category:**

**Official Organization Name** (Be sure this matches what is on the Summary Sheet):

**Entry Name:**

**Project Budget:**

**Launch Date:**

**End Date:**

**PROJECT DESCRIPTION**

Fully describe the project from start to finish in 750 words or less. Note that you will be judged on the following criteria and in order to receive points within in each criterion, you must include specific information which addresses each. Failure to include information specific to each criterion will result in 0 points awarded for that specific criterion.

1. **CONCEPT** (What is the underlying concept and what are the goals and objectives it is intended to achieve? Submitters will need to explain the concept and goals of the project.)
2. **CREATIVITY** (How contextually and visually creative and innovative was the project? What distinguishes the entry and makes it unique? Submitters will need to describe the project in creative terms in regards to project design, development, implementation and as applicable, include elements of originality, innovation and graphic creativity.)
3. **RESULTS/IMPACT** (Was the project successful? What was the impact of your project, particularly in relation to the goal(s)? Submitters will need to describe as specifically as possible what the project achieved and include quantified results to the extent possible. If the project does not have quantifiable results, be sure to include what impact was derived.)
4. **OVERALL PROJECT IMPRESSION** (Judge’s overall assessment of the project based on the combination of concept, creativity and results/impact. Submitters should include any and all relevant information that might be important for the judges to consider.)

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**Judging Criteria**

Each judge scores each entry based on the following criteria with up to 25 points possible to be earned for each criterion for a total of 100 points possible:

1. CONCEPT
2. CREATIVITY
3. RESULTS/IMPACT
4. OVERALL PROJECT IMPRESSION

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For questions, contact Linda Young at linda.young@ktia.com or Sarah Brock at sarah.brock@ktia.com