

One-Time Event 0-50,000**Savvy Winner**

New Albany EmpowHER Event

City of New Albany, OH

Judges' Comments

"Compelling and professional showcase of the women of Albany. I was thoroughly impressed with their use of video for this project; it was exceptionally well-executed and added a dynamic element that enhanced the overall presentation."

Silver Circle Winner

Swiftie Super Bash Pop Up

City of Merriam, KS

Judges' Comments

"The entry had clear goals, however, more detail on the specific tactics or strategies used to promote the event and attract attendees would have been beneficial. This additional information could provide deeper insights into the success of their efforts and offer valuable takeaways for others."

Award of Excellence Winner

Corinth Unleashed - The Bark Park Grand Opening

City of Corinth, TX

Judges' Comments

"Corinth Unleashed - The Bark Park Grand Opening" was a commendable event, showcasing the dedication and initiative of Girl Scout Piper Davison. Despite having no budget, the event highlighted significant community involvement and provided a new, engaging space for residents and their pets."

One-Time Event 50,000-200,000**Savvy Winner**

60 Years Under the Sun: Coral Springs 60th Anniversary Celebration

City of Coral Springs, FL

Judges' Comments

"Bravo! The written statement included ample information that provided in-depth insight to all of the areas from the goals and budget to the planning and execution of the events. Extremely creative project. Asking for a friend - How did you get tailored, branded Croc charms?"

Silver Circle Winner

FPD Officer Jake R. Wallin Celebration of Life
City of Fargo, ND

Judges' Comments

"Was extremely thorough in the planning and implementation of the event. The attention to detail was critical given the nature of the event with the best interest in mind for the family. The event, to include the video stories, seemed to aid in the community's healing after the tragedy."

Award of Excellence Winner

Gather 'Round Georgetown
City of Georgetown, TX

Judges' Comments

"Public meetings/workshops can present multiple challenges when trying to improve attendance. As communications professionals, we all know how difficult it is to round up multiple departments or groups to support an event. For this unique approach that was very successful, Georgetown is to be commended. This will be one of the entries that other communities can learn from and implement."

One-Time Event 200,000+**Savvy Winner**

Community Reparations Summit
Buncombe County, NC

Judges' Comments

"Wonderful job on this event! You hit the jackpot with your speakers and make this a positive space for guests to share. There was great attention to detail in planning and it appears to have been executed wonderfully. Kudos to your entire team! The event was relatively uncomplicated, yet the marketing team demonstrated exceptional skill in execution and tailored the event in a manner that effectively appealed to their key target audience. Their organizational and executional proficiency was truly commendable."

Silver Circle Winner

Mecklenburg County Career Expo and Job Readiness Workshops
Mecklenburg County, NC

Judges' Comments

"Wow, this project was well planned and executed! Although the end result, number of

people hired, does not meet the original goal, this event was a success! Thank you for including the various communication tools and analytics to help us determine the effectiveness of each. The number of attendees is a testament to the energy and effort made to communicate specifically to your target audience. This was a real problem and your team managed to provide a real solution. Highly impressed with this team! I also appreciated that you shared what you learned and what you can do differently moving forward. This is such an overlooked part of the process and signifies your commitment to excellence.”

Award of Excellence Winner

Unleashing Our Potential

Maricopa County, AZ

Judges' Comments

“After reviewing the project from Maricopa County, I must acknowledge the level of thought and detail evident in both the submission and the accompanying video. The decision to engage an expert speaker and to reduce pet adoption fees for incentivizing dog adoption was truly innovative. I commend Maricopa County for their strategic approach in planning and executing this initiative, as evidenced by the successful adoption of a significant number of dogs.”