

10. SPECIAL EVENTS

Entries should clearly identify goals/objectives of event, target audiences, evaluation of success, and include all program books, publicity materials, audio/visual materials, photographs or other supporting documentation for the submitted event. *You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1 CATEGORY 2

Entry Title: Green Port Fest

Port Name: Port of Long Beach

1) Was this event planned in-house? by an agency/firm? or a combination?

95_ Number of staff _____ Number of volunteers

2) What was the overall goal/objective of this event, who was the target audience(s) and what were the key messages you intended to communicate to your target audiences? (Attach separate write-up if necessary.)
Please see attached write-up for detailed description of goals and objectives, target audiences and communications messages of Green Port Fest.

3) Thoroughly describe the event in terms of research, planning, promotion/advertising, implementation, attendance and evaluation of success, and provide an analysis of the event's success in meeting the overall objective. **Please see attached write-up for detailed description of research, planning, attendance and evaluation of success related to Green Port Fest.**

4) If your Special Event submission is in a language other than English, please briefly describe the major points of this entry in English.

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