



GLORIA NELSON EVENT DESIGN, LLC.

FOR IMMEDIATE RELEASE

Media Contact: Gloria Nelson, President
Gloria Nelson Event Design, LLC
(920)582-5995

NELSON RECEIVES TWO EVENT PRODUCTION INDUSTRY AWARDS

(Winneconne, Wisconsin – March 18, 2005) The annual gala for the presentation of the N.I.C.E. (NACE/ISES Chicago Excellence) Awards for the Greater Chicago Chapters of the National Association of Catering Executives (NACE) and International Special Event Society (ISES) was held March 15, 2005 at the Park West Theater in Chicago, Illinois.

Gloria Nelson, President of Gloria Nelson Event Design, LLC, a special event and meeting planning production company, received two awards for special event production. Nelson returned to her Wisconsin-based business with the awards for *Best Nonprofit Fundraiser \$25,000 and Under* category, and *Best Logistical Achievement* for producing Oshkosh-based EAA AirVenture's Gathering of Eagles Fundraiser, featuring guest of honor, Harrison Ford. The EAA event won over competition including two mega-events produced by Milwaukee and Chicago-based event rental companies that typically sweep the logistical achievement category.

Elissa Lines, Vice-President of Development for EAA was elated at the awards Nelson garnered and said, "If EAA's experience with Gloria Nelson is an indicator of her expertise, then it is clear that she is the leader in the industry from our perspective. We have already called upon Gloria to support our efforts this year as well."

Nelson relocated from the Chicago suburbs just four and a half years ago and has had a great impact on the special event and meeting industry in Northeastern Wisconsin. Working on numerous high-profile events, the EAA Gathering of Eagles Fundraiser was one of the most satisfying for Nelson as an event professional. Nelson shares, "Not only was this the first time EAA has outsourced this major fundraising endeavor for production management, but it was a collaborative effort that belongs as much to EAA, their dedicated staff, the vendors and suppliers who exceeded our expectations and the numerous industry volunteers who are fellow professionals and students from around the State, diligently working as a team." Months of planning went into the strategy developed for flawless execution.

The call for nominations to NACE and ISES members goes out four months before the awards gala. The format of submission must be strictly adhered to; non-compliance may result in disqualification. Each submission must include a detailed event production overview, measurable goals and objectives, production schedules, timelines, budgets, expense invoices and a letter of recommendation from the client who contracted the event. Any reference to the planner and company affiliation is blacked out to ensure the judging process is free of bias and prejudice.

After the submissions are reviewed by the local awards committee for compliance, they are shipped to NACE/ISES judges in another part of the country who review – and judge the submissions – then forward the list of nominees and winners to the local N.I.C.E. Awards Committee.

The Greater Orlando Chapters of both NACE and ISES judged this year's submissions. The panel of judges came from a variety of disciplines related to special event production in one of the biggest event production hubs in the United States. Judging is based on following submission criteria, creativity, use of best practices in administration and event execution, quantitative and qualitative achievement of goals and objectives and profitability.

Nelson has planned and produced events for as few as 20 and as many as 8,000 guests in the Fox Cities and other Northeastern Wisconsin areas. She has also collaborated with other planners in and out of state and is currently working on projects in Chicago and Las Vegas.

A strong advocate of life-long learning, Nelson is a member of Meeting Professionals International (MPI) and ISES. She serves as Vice President – Communications for the ISES Greater Chicago Chapter and also serves on the Meeting Professionals International – Wisconsin Chapter Board of Directors. Nelson's conviction for excellence through mentorship is also evidenced through her work with the college students she mentors and instructs as a guest presenter.

In addition to the recent N.I.C.E. Awards, she has received the MPI Wisconsin Chapter President's Award. Nelson, a frequently requested speaker on topics dealing with event and meeting management, has addressed associations, peers and students locally, regionally and internationally.

Gloria Nelson Event Design, LLC based in Winneconne, Wisconsin, is a full-service meeting and event planning company serving the needs of a wide array of clients. The company, which focuses on meetings, special events, corporate theater and staging for meetings, high-tech meeting presentations with marketing communications development, themed events, interactive games and team building activities, is a valued resource for those seeking professional planning and production assistance as well as booking professional speakers and talent.

Utilizing the best of local, regional and national event-related offerings, Gloria Nelson and her team of strategic event production partners can plan and produce an entire event or assist with any facet of their client's production needs. For more information, visit the company's website at www.nelsoneventdesign.com.