

2018 ICAS

PINNACLE AWARDS



INTERNATIONAL COUNCIL OF AIR SHOWS

INNOVATION AND PROFESSIONALISM: THE FOUNDATION OF OUR INDUSTRY

Good ideas and professional execution are the air show industry's lifeblood of continuous improvement and long-term sustainability. From marketing, sponsorship and hospitality to logistics, flight operations and volunteer management, a good idea — well executed — can be the difference between success and failure, between making money and losing money, between long-term sustainability and a short-term failure.

GET THE RECOGNITION YOU DESERVE!

An innovative idea or novel approach that is shared widely with your professional peers can change your business and our industry.

For 51 years, ICAS has been the organizational rallying point for the air show business...a forum for sharing ideas, identifying and codifying best practices, and helping air show professionals learn from one another. Now in its fifth year, the Pinnacle Awards program maintains and expands ICAS efforts in this area, ensuring that innovative thinking, fresh approaches, and creative solutions receive the attention and publicity that they deserve.

WE'LL SHOWCASE YOUR ACHIEVEMENTS

The 2018 International Council of Air Shows Pinnacle Awards will showcase professionalism, innovation in problem solving, and overall excellence in air show operations and management. Award recipients will be recognized at a luncheon presentation **Wednesday, December 5, during the 2018 ICAS Convention at Paris Las Vegas.**

Platinum and Gold Award recipients will be named in seven categories: 1) Small Civilian Air Shows (less than 15,000 spectators), 2) Mid-size Civilian Air Shows (more than 15,000, less than 35,000 spectators), 3) Large Civilian Air Shows (more than 35,000 spectators), 4) Military Air Shows/Open Houses, 5) Civilian Performers, 6) Military Performers, and 7) Support Service Providers.

Although both Platinum and Gold recipients will be announced at the Pinnacle Awards Luncheon, only the Platinum recipients will be called to the stage to receive their award. The Gold Pinnacle Awards will be mailed directly to the address provided on the recipient's entry form.

DON'T BE MODEST

The ICAS Pinnacle Awards are unique in that they recognize and celebrate ideas, concepts, approaches and tactics from virtually every area of the air



The Pinnacle Awards are helping to call attention to some of the great ideas that are implemented in our business each year. I'm proud to participate and hope my entry is recognized. But I'm very glad that ICAS is using this program to showcase air show excellence.

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show business. So, if you've implemented a good idea or taken a different approach or changed the way that you do business and you think that others might be interested in learning more about what you did, don't be modest. Share the details of your innovation and execution with your air show colleagues. They want to hear about it and you deserve the credit!

THE PINNACLE AWARDS HIGHLIGHT EXCELLENCE IN ALL AREAS OF THE AIR SHOW BUSINESS

Excellence in our business reveals itself in many ways. And, with all the challenges our industry faces, it has never been more important to shine a spotlight on progressive ideas and originality. So, for the fifth year, ICAS will accept entries that reflect innovative advances in all areas of air show operations and management, including, but not limited to:

- Sponsorship
- Traditional and Social Media Marketing
- Community Relations
- Ticketing and Admissions
- Air/Ground Operations
- Photography and Videography
- Logistics
- Hospitality
- Volunteer Recruiting and Management
- Budgeting and Finance
- Showmanship/ Entertainment
- Website and Internet
- Aircraft Design
- Concessions and Displays
- Safety
- Military Recruiting
- Broadcast and Webcast
- Event Management
- Contracts and Contracting
- Flight Operations
- Emergency Response
- Security
- Customer Service
- Philanthropic Support and Interaction

PINNACLE = THE VERY BEST

ICAS established the Pinnacle Awards to recognize excellence in all areas of the air show industry. As examples...

- If your organization has developed a program to attract school-age children to your event and introduce them to careers in aviation in a deliberate and helpful way, we'd like to know about it.
- If you have developed and/or installed a new device that improves safety in the cockpit of your aircraft, you might consider entering it in the Pinnacle Awards.
- If you have integrated social media marketing into the promotion of your event in such a way that you reduced costs and increased ticket sales,



I was pretty sure that we had developed something really unique and helpful, but it was still very special to see that the air show community also found it worthy of recognition.

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that's the kind of innovation that might be recognized with a Pinnacle Award.

- If you are operating a new type of sponsorship program that generates revenue to fund your air show, while at the same time generating contributions for local philanthropies, that's the kind of air show excellence that might be recognized by our judges.
- If your show has brought together law enforcement officials and emergency response personnel from multiple jurisdictions to work as a team to ensure security and improve safety at your event, that's the kind of effort that we might recognize and tell others about.
- If you've instituted a program that allows your organization to barter for more goods and services and reduce cash expenses in the process, that would be worth entering.

Our goal is to identify and recognize ICAS members who are innovating, improving business practices, and contributing to the advancement of our industry.

NEED NOT BE NEW

An idea does not need to be new to be eligible. The only exception is that past Pinnacle Award winners may not be resubmitted.

JUDGING CRITERIA

All entries will be judged by a panel of air show industry subject matter experts. They will base their assessment exclusively on the information contained in the entry packet. Entries will not be judged against one another. **Each submission will be considered on its own merit**, according to the following criteria:

PURPOSE

What is the principal purpose of the entry? To save money or increase revenue? To increase attendance? To improve service to sponsors? To improve safety or reduce emergency response time? To improve the long-term sustainability of the air show? To generate increased interest in aviation or careers in science, technology, engineering and math? To



We pulled the entry together in a couple of hours. It was actually a good exercise for our team; it gave us a chance to review what we'd planned and how we executed.

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improve air show entertainment? And, whatever that principal purpose, what — specifically — does the program do to achieve it? And how successful is it at achieving that purpose?

INNOVATION

Does your entry represent a new concept? Does it take ideas from other industries and apply them purposefully to challenges or opportunities in the air show industry? Does it represent a “breakthrough” that might fundamentally change our perception of air shows or a segment of the air show business? If it is not a new idea or concept, does it represent a significant and positive departure from the norm within the air show community?

FEASIBILITY

Has the central concept of the entry been successfully applied or integrated into the air show business? If so, what were the outcomes? If not, why not? Is it cost effective? Is the manpower required to realize its success reasonable and achievable?

PROJECT PLANNING AND DOCUMENTATION

Has the central idea of the entry been systematically introduced into the air show industry in a professional, business-like manner? Are there budget figures associated with the entry? Timelines? Manpower estimates? Projected goals/outcomes that are measurable and objective?

EXECUTION

Was the project or idea executed as originally envisioned and/or in a manner that made a net positive difference? Did it work? Did it have the desired impact? If so, please explain and provide relevant details.

FOR MORE INFORMATION

For more information, please contact Chris Morrison at morrison@airshows.aero or by phone at **703-779-8510**.

It's been fun to be involved with this new program. We've entered all three times. We didn't win every time, but it feels like we're helping to start a new and valuable tradition for ICAS and the air show business.

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2018 PINNACLE AWARDS ENTRY FORM

INTERNATIONAL COUNCIL OF AIR SHOWS

CATEGORIES

- Small Civilian Air Shows**
(less than 15,000 spectators)
- Mid-size Civilian Air Shows**
(more than 15,000, less than 35,000 spectators)
- Large Civilian Air**
(more than 35,000 spectators)
- Military Air Shows/
Open Houses**
- Civilian Performers**
- Military Performers**
- Support Service Providers**

ENTRY NAME _____

NAME OF PERSON SUBMITTING NOMINATION _____

ORGANIZATION _____

MAILING ADDRESS _____

PHONE _____

EMAIL _____

SUBMISSION CHECKLIST

- One Page Narrative**
- Number of Videos** _____
 - File Name 1 _____
 - File Name 2 _____
 - File Name 3 _____
- Number of Photos** _____
 - File Name 1 _____
 - File Name 2 _____
 - File Name 3 _____

ENTRY MATERIALS AND AWARD PROGRAM RULES

The ICAS Pinnacle Awards are open to members of the International Council of Air Shows. Any ICAS member organization may submit as many as three (3) different entries. A separate Entry Form must be submitted with each entry.

Entries will consist of one (1) narrative/essay explaining your entry. (Narrative/essay must be on one side of one sheet of 8.5" x 11" paper in typeface of 10 point or larger.) Additional enclosures may also include up to one (1) video (one-minute max) and three (3) photos, charts, or graphs.

Accompanying videos must be shared with either morrison@airshows.aero on Dropbox or icasconvention@gmail.com on Google Drive.

Videos must be in .mov or .mp4 format.

Entries that provide more than the above materials will be rejected.

No entry materials can be confidential or proprietary. Ideas are intended to be shared with the air show community.

No entry materials will be returned.

All entries will be judged against the judging criteria and their overall quality and innovation.

Programs, processes, and products need not be recently developed or introduced to be entered. An original idea or interesting application may be new or well established.

Entries may be submitted by email (preferred) at morrison@airshows.aero or by "snail mail" to

**Pinnacle Awards, ICAS,
748 Miller Drive, Suite G-3,
Leesburg, Virginia 20175.**

No entries will be accepted before Tuesday, September 4.

All entries must be received at ICAS headquarters no later than Wednesday, November 7 at 5:00 p.m. EST.

All decisions of the judges are final.

ICAS cannot place calls or send emails requesting omitted information or clarification.

Submission of an entry constitutes agreement to abide by the ICAS Pinnacle Awards program rules.

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