

2023 I C A S

PINNACLE AWARDS



INTERNATIONAL COUNCIL OF AIR SHOWS

INNOVATION AND EXECUTION: 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 55 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 eighth 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 2023 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 6th, during the 2023 ICAS Convention at Caesars Palace, Las Vegas.

Platinum and Gold Award recipients will be named in five categories: 1) Small Civilian Air Shows, 2) Large Civilian Air Shows, 3) Military Air Shows/Open Houses, 4) Performers, and 5) Support Service Providers. Both Platinum and Gold recipients will be announced at the Pinnacle Awards Luncheon, and will be invited to the stage to receive their award.

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 eighth 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 STEM 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 improve air



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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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 *Adam Glowaski* at aglowaski@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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2023 PINACLE AWARDS ENTRY FORM

INTERNATIONAL COUNCIL OF AIR SHOWS

CATEGORIES (Select one)

Civilian Air Shows Estimated Attendance: _____

(The Civilian Air Shows category will be separated into two categories, small and large, based on estimated attendance of the submissions received)

Military Air Shows/Open Houses

Performers (Civilian and Military)

Support Service Providers

Member Organization:

Your Name:

Entry Name:

Your Email:

Your Phone Number:

SUBMISSION CHECKLIST

One Page Narrative

Narrative File Name:

Number of Photos (optional):

Photo #1 File Name:

Photo #2 File Name:

Photo #3 File Name:

Video (optional)

Video File Name:

The ICAS Pinnacle Awards are open to current member organizations of the International Council of Air Shows. Any ICAS member organization may submit as many as three (3) different entries.

Each entry must be submitted via a single email to include: one (1) Entry Form, and one (1) narrative/essay explaining your entry. Narrative/essay must be font of 10 point or larger. You may also include one (1) video (one minute maximum, .mov or mp4 format) and up to three (3) photos, charts or graphs. Entries that exceed the allotted materials will be rejected.

All file names must include the member organization name and the category you are submitting your entry under (i.e. Organization name - Civilian Performer - Entry Form or Organization name - Civilian Performer - Narrative Essay, etc.)

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 in innovation and execution. 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. Previous Pinnacle Award-winning ideas and initiatives cannot be re-entered.

Entries must be submitted via email to emily@airshows.aero. All entries must be received at ICAS headquarters no later than Friday, October 13th.

All decisions by 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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