2017 WFA ACHEIVEMENT AWARDS PROGRAM Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: ____(Example: Small Fair = Class 1)

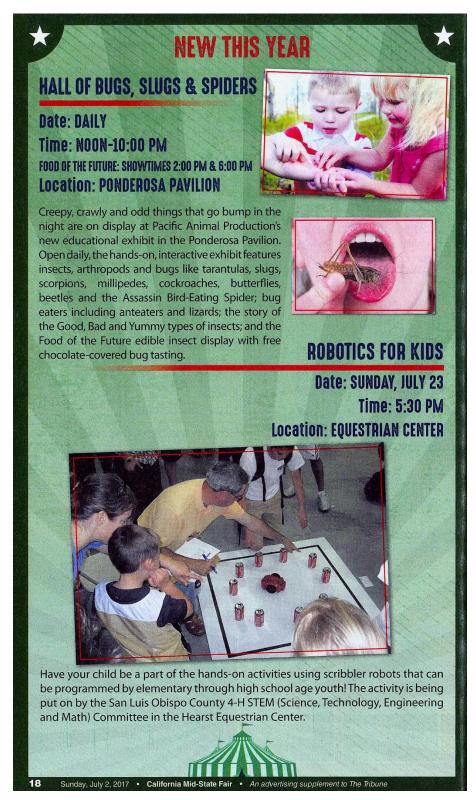
DIVISION: _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

OFFICIAL FAIR PROGRAM



EVENT PHOTOS



Held twice daily, an interactive demo taught Fairgoers about the good, bad and ugly of the insect world.



A young Fairgoer peers in at one of the more than 350 bugs on display.



Colorful educational signage was posted for each of the 30 species of insects on display.



Adventurous fairgoers young and old could taste bugs for free or purchase some to take home.



A jungle-theme was used throughout the exhibit with backdrops and hung camo netting.

SOCIAL MEDIA / TESTIMONIALS





KSBY @ @KSBY · Jul 21 #ICYMI: KSBY's @BrookeMartell eats a grasshopper at the #California #MidStateFair.

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Brooke Martell eats a grasshopper at the Mid-State ... KSBY News is the NBC affiliate for the San Luis Obispo, Santa Barbara and Santa Maria areas of central California. ksby.com



PDF Entry Information

Exhibitor Name: Michael Bradley

WEN: 33C485

Division: Section 2 - Innovation & Managemen

Class: 14 New Event, Exhibit or Program

Title:

Description:

Notes:
