

Best Agency (less than 40 employees)

OVERVIEW:

This award will be given to an agency (with less than 40 employees) that delivers exceptional virtual and/or hybrid events. Whether you are an agency that has always offered digital solutions or had to adapt and overhaul your business because of Covid – we want to know what makes your business stand out from the crowd in the increasingly competitive virtual events space. Judges will look for an agency that has not just survived the past year but thrived. Entries should provide evidence of creativity, innovation and growth in virtual events, and include two case studies of your best work.

COMPANY OVERVIEW:

1. Please include an overview of your agency, the type of events you deliver, and financial performance specifically related to virtual events.
2. How many events do you normally deliver across a year, and how did that change in 2020 eg, live versus virtual/hybrid?
3. How did your team change over the past year, for example did you have to make redundancies, put staff on furlough or recruit for new digital/virtual skills?
4. Have you had to retrain/skill up in order to deliver virtual events?
5. How did you keep employees engaged and motivated during this challenging period? Please include details of staff communications, incentives, training programmes and flexible working allowances.

VIRTUAL EVENTS & SERVICES

1. What makes you stand out from the crowd in the virtual arena?
2. Have you invested in new virtual technology, developed your own, built a hybrid studio, or created new virtual experiences or products?
3. How did you go over and above to deliver the best virtual events and experiences for your clients? Please give examples.
4. Have you retained clients as a result of delivering exceptional virtual events? Have you won any new clients specifically for virtual events? (This information will be treated confidentially).
5. Include two short case studies of events delivered for clients, describing the objectives, delivery, results/ROI for each event, and stakeholder testimonials and delegate feedback.

FUTURE OUTLOOK

1. How are you looking to build on your virtual success from the last 12 months?
2. Are you investing in new skillsets or technology?
3. Do you plan to launch any new virtual/hybrid products or services over the next year?

SUBMISSIONS: Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission.

You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting. All event categories are open to corporate brands, agencies, charities and associations and apply to events that were both planned as digital from the outset or live events that were adapted for virtual during the pandemic. **Events must have been delivered between April 2020 and March 2021.**