Best Content Activation

OVERVIEW: This category is all about celebrating the most creative and compelling content activation. The winner will be the virtual event that delivered the best, most targeted and relevant content for its audience. We want to know how you brought that content to life through creative delivery such as story-telling, crowd-sourcing or other clever activations. Judges will look for interactivity and innovative use of different formats and technology. Entries should include data evidence of registration and engagement levels as well as client and attendee feedback.

CREATIVE & CONTENT

1. What made your content amazing?
2. Please include details of any pre-event research undertaken to help plan relevant content for the target audience.
3. How did you make the content engaging and interactive, eg, choice of speakers, length of content, different formats, different streams, interactive features such as polls or gamification.
4. Content delivery – how did you bring the content to life for the audience? Did you use storytelling, co-creation or any other innovative techniques?
5. If it was a hybrid event, how did you make it work for both audiences?
6. How did you ensure the highest quality in terms of production values?

BACKGROUND & BRIEF

1. What was the purpose of this event?
2. Please detail client, date, project, platform, audience, lead time, brief etc. Was the event planned as virtual from the outset or transitioned from live? How was the format, content etc adapted?
3. Solution – what was the proposed solution to the brief and why. Give a short overview of the actual event and what was delivered.
4. Technology – please include a brief overview of platform selection and why, plus details of any innovative use of technology.
5. Event delivery – How did you deliver the event? Remote team? Or team together in office? Or studio-based? If hybrid, what extra health and safety procedures did you have to put in place for the live element due to Covid? How did you make the best use of the budget available?
6. Challenges – did you have to overcome any specific challenges with regard to technology? Were there any last-minute changes to government restrictions that impacted plans?

ENGAGEMENT & ROI

1. How did the content sessions score in post-event feedback?
2. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
3. Why did this event matter to the audience? What was the impact/effect in terms of behavioural change?
4. Include any data or stats that can show registration numbers, dwell time, engagement levels, interactivity, ROI and any other key metrics.

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.**