

Best Corporate in-house Team

OVERVIEW: This award will recognise an in-house corporate events team that delivers outstanding virtual events and experiences. Judges will look for creativity and innovation from a team that can clearly demonstrate how they came together to successfully overcome the challenges posed by the pandemic and working with new virtual formats and platforms. Entries should include examples of your best two virtual events delivered during the qualifying period along with attendee feedback.

IN DETAIL: THE TEAM

1. Provide a brief overview of your team and what makes them the best-in-class.
2. How big is your team and did your team change over the past year, e.g. did you have to make redundancies, put staff on furlough or recruit for new digital/virtual skills?
3. Have you had to retrain/skill up in order to deliver virtual events?
4. How did you keep each other engaged and motivated during lockdown?
5. How many events do you normally deliver across a year, and how did that change in 2020?

VIRTUAL EVENTS

1. How have you helped stakeholders successfully meet their objectives using virtual events? Was it difficult to persuade them of the benefits of virtual events? If so, how did you achieve this?
2. How did you come together as a team to overcome the challenges of working remotely and using new technology?
3. How did you adapt existing live events to virtual formats? Did you extend the reach of those events through virtual channels?
4. Did you introduce any new events?
5. What lessons did you learn throughout the year, and how have you used those to improve subsequent/future events?

RESULTS:

1. Demonstrate the success of your team in the last year, including details on the number of virtual events produced and the impact they delivered both for the business and audience.
2. Include two short case studies of events delivered for the business, describing the objectives, delivery, results/ROI for each event, and stakeholder testimonials and delegate feedback.
3. How is the team looking to build on its virtual success from the last 12 months? What new virtual/hybrid events will the team be looking to implement in the future?

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.**