

Best Creative Concept

OVERVIEW: This award will recognise the best creative concept or idea for a virtual or hybrid event. Judges will be looking for the highest quality in terms of creativity. This award is open to agencies and corporate teams that can demonstrate how an original idea was transformed into a compelling and impactful creative experience for a virtual or hybrid audience. Entries should include client and audience testimonials.

BRIEF & CREATIVE CONCEPT

1. Key details – client, date, project, platform, audience, lead time, brief etc.
2. Objectives – why was the event being held and what was the desired outcome? Was the event planned as a virtual from the outset or transitioned from live to virtual?
3. Did you carry out any pre-event research with your audience prior to planning?
4. What was the creative concept/idea and how did you make it a reality? Please include details of event design, theming, content, entertainment etc, and detail how you transformed your idea into a compelling virtual experience.

TECHNOLOGY & DELIVERY

1. Solution – give a short overview of the actual event and what was delivered. What was unique/different/ground-breaking?
2. Content – how did you make it engaging and interactive, eg, choice of speakers, length of content, different formats and streams, polls or gamification? How did you bring the content to life for the audience? Did you use storytelling or any other creative techniques?
3. Did you provide networking opportunities? If so, how did that work?
4. Technology – please include a brief overview of platform selection and why, plus details of any innovative use of technology. Did you have to develop anything bespoke to make the creative concept work?
5. Event delivery – How did you deliver the event? Remote team? Or team together in office? Or studio-based? How did you ensure the highest quality in terms of production values?
6. If it was hybrid or studio-based, what extra health and safety procedures did you have to put in place for the live element due to Covid? And how did you make it work for both audiences?
7. Challenges – did you have to overcome any specific challenges with regard to technology or Covid? Were there any last-minute changes to government restrictions that impacted plans?
8. Sponsorship - did the event have sponsors? How did you make it work for them?

ENGAGEMENT & ROI

1. Why did this event matter to the audience? What was the impact/effect in terms of behavioural change?
2. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
3. 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.**