Best Networking Experience

OVERVIEW: Networking, one of the biggest reasons people attend live events, is challenging to deliver via a virtual platform. This award will be given to the brand, agency or supplier that created an outstanding networking experience for a virtual audience – one that helped to facilitate real meaningful connections and strengthen business relationships. Judges will look for creativity, interactivity and innovative use of technology. Entries should include proof of engagement levels as well as client and attendee feedback.

BACKGROUND & BRIEF
1. What was the purpose of this event? 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 & networking adapted?
2. Solution – what was the proposed solution to the brief and why. Give a short overview of the actual event and what was delivered, including platform, and anything ground-breaking/unique.
3. 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?
4. Content – how did you make it engaging and interactive, eg, choice of speakers, length of content, did you have different streams, ability to ask questions or gamification? If it was hybrid, how did you make it work for both audiences?

NETWORKING EXPERIENCE
1. Why was networking an important part of your event?
2. Who was the audience and what were you trying to achieve?
3. What communications took place prior to the event? How did you put the audience at ease and engage them in the networking?
4. Detail the networking solution – including platform and any specific technology used to match participants, plus innovative interactive techniques to encourage participation and engagement such as competitions, league tables etc.
5. Did you deliver drinks or food to participants' homes for a virtual bar or ice-breaker experience?

RESULTS
1. Did the networking experience deliver on its objectives? Please provide evidence plus attendee feedback.
2. Did the overall event meet its objectives?
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.**