

Best Production Company

OVERVIEW:

Are you an event production company or supplier that has worked with clients, agencies or venues to improve their virtual or hybrid events and experiences? This is your opportunity to show how your products and services helped to create standout work. Judges will look for creativity, innovation and the highest production values. Entries should include examples of successful events you produced as well as feedback from clients.

IN DETAIL: THE COMPANY

1. Please include an overview of your production company, the type of events you produce, and financial performance specifically related to virtual events.
2. How many events do you normally produce across a year, and how did that change in 2020 eg, live versus virtual/hybrid? Did you see an increase in demand for your services?
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 or increased demand?
4. Have you had to retrain/skill up in order to deliver virtual events?
5. How did you work effectively as a team to overcome the challenges posed by remote working?
6. How did you keep employees engaged and motivated during this challenging period?
7. What policies or procedures did you put in place to ensure the safety and welfare of team members working on-site during the pandemic?

VIRTUAL EVENTS & SERVICES:

1. What makes your production services stand out from the crowd in the virtual arena? Detail how you go over and above to support clients and deliver the highest production values?
2. Have you invested in new virtual technology, developed your own, or created new virtual services or products?
3. Have you signed any new production partnerships with event agencies or venues?
4. Have you partnered with a venue to create a best-in-class virtual or hybrid studio?
5. How did you go over and above to deliver the best virtual events and experiences for your clients? Please give examples.
6. 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).
7. Include two short case studies of experiences delivered for clients, describing the objectives, delivery, results/ROI for each event, and stakeholder testimonials and delegate feedback.

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.**