

# Best Studio Experience

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**OVERVIEW:** This category will recognise the best studio space created by an events venue, hotel, agency or corporate for delivering outstanding virtual and/or hybrid events. How have you reimagined a physical space to make it work for virtual events and what safety protocols have you put in place to ensure the welfare of those working or attending on-site? And how have you promoted your studio as *THE* place to host virtual experiences? Creative and innovative use of technology, as well as excellent on-site support and expertise will be awarded highly by judges. Entries should include examples of events delivered as well as client and speaker/audience feedback.

## THE STUDIO:

1. Who, where, what, how and why? Please give details of who was responsible for creating the studio. Are you an agency, venue or client that invested in building your own studio? Or is the space the result of a collaboration? If so, how did the partnership come about?
2. Where is the studio located?
3. How much did it cost to build?
4. If you are a venue - have you reimagined an existing meeting space? What challenges did you face in the process?
5. Give an overview of the key technology features and capabilities, detailing what types of events can be delivered in the space. What is unique/different about the offering? Have you incorporated any ground-breaking new or emerging tech?
6. Is it virtual only, or do you have space for a live audience for hybrid events?
7. What on-site tech support do you provide for clients?
8. What safety procedures and protocols have you put in place to ensure the welfare of staff working or participants or attending on-site?

## BUSINESS IMPACT:

1. How have you marketed the new studio space?
2. What impact has the studio had on your business? Has it delivered clear ROI? Please provide financial evidence.
3. Have you retained clients as a result of creating the studio?
4. Have you won any new clients specifically for virtual events? (This information will be treated confidentially).
5. Include two short case studies of events delivered in the studio, describing the objectives, delivery, results/ROI for each event, and including client and delegate feedback.
6. Are you planning to improve upon the studio offering by adding additional technology or capabilities in future?
7. How will the studio work alongside your live events offering in 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.**