

Best Use of Emerging Technology

OVERVIEW: The sudden pivot to virtual events resulted in many event professionals having to get to grips with new technology over the past year. This category will celebrate the most creative and effective use of an emerging technology for a virtual/hybrid event. Judges will look for entries that used technology to raise their game and enhance the overall audience experience. Entries should include evidence of how technology elevated the event, engagement levels and client and audience testimonials.

BACKGROUND & BRIEF

1. Key details – client, date, project, platform, audience, lead time, brief, budget 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. How was the format and content adapted to make it work for virtual or hybrid?
3. Solution – what was the proposed solution to the brief and why. Give a short overview of the actual event and what was delivered.

TECHNOLOGY OVERVIEW

1. What emerging technology did you decide to implement and why? Have you used this tech before?
2. Was it difficult to get buy-in from stakeholders/clients to try something new? How did you persuade them?
3. How was the tech used to take the event to the next level? What was the impact for the audience?
4. Did you have to invest/buy-in new technology, learn new skills, or partner with experts to make it work?
5. What were the key challenges in implementing the technology and how were these overcome? Were there any last-minute issues?

DELIVERY & RESULTS

1. Event delivery – How did you deliver the event? Remote team? Or team together in office? Or studio-based? If hybrid, what extra health and safety procedures did you have to put in place for the live element due to Covid?
2. Creative & 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? Did you provide the opportunity to network? If so, how did that work? What was unique/different/ground-breaking?
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.
5. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
6. Based on the success of this event – have you or do you plan to implement this technology for future events?

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.**