Best Use of Production

OVERVIEW:

This award will recognise outstanding production for a virtual or hybrid event. How did you go over and above to take your virtual event to the next level? Judges will be looking for excellence across a number of areas including creativity, innovation, use of technology and production quality and values. Entries should include client and audience testimonials.

BACKGROUND & BRIEF
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. How was the format and content adapted?
3. Production – was this delivered by an in-house team or external partner?
4. Solution – what was the proposed solution to the brief and why. Give a short overview of the actual event and what was delivered.

PRODUCTION & DELIVERY
1. This category is all about the production - please detail how the production elevated this event and made it stand out.
2. Technology – please include a brief overview of platform selection and why, plus details of any innovative production techniques.
3. 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?
4. 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?
5. 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

ENGAGEMENT & ROI
1. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
2. Why did this event matter to the audience? What was the impact/effect in terms of behavioural change?
3. Include any data or stats that can show registration numbers, dwell time, engagement levels, interactivity, ROI and any other key metrics. How have you used the data to shape other virtual 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.**

AWARDS by micebook. / Celebrating the Best in Virtual Events