

Best Agency (less than 40 employees)

OVERVIEW: This award will be given to an agency (with less than 40 employees) that delivers exceptional virtual and/or hybrid events. Whether you are an agency that has always offered digital solutions or had to adapt and overhaul your business because of Covid – we want to know what makes your business stand out from the crowd in the increasingly competitive virtual events space. Judges will look for an agency that has not just survived the pandemic but thrived. Entries should provide evidence of creativity, innovation, and growth in virtual events, and include two case studies of your best work. Please try to cover as many of the following points as possible in your entry, where relevant. (Please note they do not have to be included in any particular order).

COMPANY OVERVIEW:

1. Include an overview of your agency, the type of events you deliver, and financial performance specifically related to virtual events.
2. How many events did you deliver a year pre-pandemic, and how did that change in 2021-22 eg, live versus virtual/hybrid?
3. How did your team change over the past year, for example did you have to recruit for new digital/virtual or other skills, build the team back up post-redundancies, bring people back from furlough? How have you overcome the talent shortage to find the right people?
4. How did you keep employees engaged and motivated during this challenging period? Please include details of staff communications, incentives, wellbeing initiatives, training programmes and flexible working allowances. How are you tackling diversity and inclusion? What makes your agency a great company to work for?

VIRTUAL EVENTS & SERVICES

1. What makes you stand out from the crowd in the virtual/hybrid events arena?
2. Have you invested in new virtual technology, developed your own, built a hybrid studio, or created new virtual experiences or products?
3. How did you go over and above to deliver the best virtual events and experiences for your clients? Please give examples.
4. Have you retained clients because of delivering exceptional virtual events? 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 for clients, describing the objectives, delivery, results/ROI for each event, and stakeholder testimonials and delegate feedback.

FUTURE OUTLOOK

1. How are you looking to build on your virtual success from the last 12 months?
2. Are you investing in new skillsets or technology?
3. Do you plan to launch any new virtual/hybrid products or services over the next year?
4. How are you investing in making your agency a better place to work?

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 video/imagery.

In addition to your written and/or video entry, **you will need to provide a submissions overview (1,200 CHARACTERS max)** to give a brief outline of your entry, which can be used in the winners' book and on the night itself, when introducing the winner.

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 to virtual or hybrid formats during the pandemic. **Events must have been delivered between April 2021 and March 2022.**