

Best Destination Campaign

OVERVIEW: This category will recognise the best virtual/hybrid event or campaign created by a destination marketing organisation (DMO), convention bureau, tourist board or destination management company (DMC) to showcase their destination to event planners. The winner will need to demonstrate excellence across several areas including creativity, interactivity, and innovative use of technology. Judges will look for a compelling, impactful, and memorable experience or campaign that delighted and engaged the target audience and smashed its objectives. Entries should include proof of engagement level and impact as well as client and attendee feedback. 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).

BACKGROUND & BRIEF

1. Key details – destination, organiser, date, project, platform, target audience, numbers, lead time, brief etc.
2. Objectives – what was the desired outcome of the event or campaign?

TECHNOLOGY & DELIVERY

1. Solution – please give a short overview of the actual event or campaign that was delivered. How did you make the best use of the budget available? How did you make it stand out from the crowd?
2. Content – What was the creative concept/idea/theme? How did you make the event/campaign engaging and interactive for the audience?
3. Technology – if an event, please include a brief overview of platform selection and why, plus details of any innovative use of technology. If a digital campaign, which channels did you use to reach the target audience?
4. Event / campaign delivery – How did you deliver the event? Remote team? Did you present live from one or more locations? Or use pre-prepared video footage? If hybrid, what extra health and safety procedures did you have to put in place for the live element due to Covid?
5. Challenges – did you have to overcome any specific challenges regarding technology? Were there any last-minute changes to government restrictions that impacted plans? Any other challenges?

ENGAGEMENT & ROI

1. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
2. What value did the event/campaign bring to the audience? What was the impact/effect in terms of how the destination is perceived?
3. Include any data or stats that can show registration numbers, dwell time, engagement levels, interactivity, ROI, and any other key metrics.
4. Legacy – how will you build on the success of the virtual event/campaign to encourage attendees to bring their events to your destination?

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.**