

Best Virtual Events Platform

OVERVIEW: This award will be given to the technology supplier or agency that has developed a first-rate platform for delivering virtual and/or hybrid events. We want to know why your platform is the best in class and what makes it unique. Judges will pay special attention to ease of use, intelligent functionality, interactivity, data and reporting features and excellent customer service and support. Entries should include examples of successful events delivered via the platform as well as feedback from end users – both clients and attendees.

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).

IN DETAIL: THE COMPANY

1. Give an overview of your company – are you an event technology company, agency or other?
2. Was your platform developed before or after Covid emerged?
3. If your platform already existed pre-Covid – did you see a sudden surge in demand? How did you cope with this? What additional support and services did you offer clients who were completely new to virtual? Did you step up marketing and sales efforts? Did you add new features or functionality over the past year?
4. If it is newly developed – why did you decide to develop a new platform and how did you go about it? Did you see a gap in the market for specific functionality? Did you carry out research with clients to determine their needs? How did you go about building the platform – did you use an in-house or external development team? How much did you invest in the build? How have you marketed the new product?

THE PLATFORM

1. Give an overview of what makes your platform best in class
2. Detail the key technology features and functionality. What is unique/different about your platform? What features does it offer that competing platforms don't?
3. Have you incorporated any ground-breaking new or emerging tech?
4. What tech support and training do you provide for clients?
5. Include two short case studies of events delivered using the platform, describing the objectives, delivery, results/ROI for each event, and including client and delegate feedback.
6. Are you planning to improve the platform by adding additional technology or capabilities in future?

BUSINESS IMPACT:

1. What impact has the platform had on your business financially over the past year? Please provide evidence of sales/revenue.
2. Have you retained clients?
3. Have you won new clients specifically for virtual events? (This information will be treated confidentially).

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.**