

Innovator of the Year

OVERVIEW: New for 2022, this category will recognise an individual that has made significant strides in the virtual/hybrid events arena over the past year. Open to agencies, corporates, and suppliers, we want you to nominate someone that has innovated, evolved or reskilled to become an expert in virtual/hybrid events and drive your business forward.

Do you have a tech whizz that has developed a new virtual events tool or product? A senior leader that has spearheaded your digital transformation? A creative that has delighted clients with brilliant virtual concept or ideas? Or a rising star that has retrained to become the authority on all things virtual/hybrid in your business? Individuals who have launched their own innovation or start-up in the virtual events field are also invited to enter. The winner of this award will be a true innovator – someone who stands out from the crowd and is making waves in the fast-paced and ever-changing world of virtual/hybrid events.

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).

YOUR INNOVATOR:

1. Who you are nominating and why do they deserve to win innovator of the year?
2. Please give details of their background, how long they have been with your business and their current role. How has that changed during the pandemic? We want to know all about the projects or work they have been doing in relation to virtual/hybrid events that has helped transform or grow your business, and how it came about.

BUSINESS IMPACT:

1. What impact has your innovator had on your business?
2. Have you retained clients or won new clients because of the work this person has done?
3. Has their work improved the output, processes, or experience for the wider team?
4. Please provide evidence in the form of client/colleague testimonials, case studies or financial impact if relevant.

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.**