

Best Corporate in-house Team

OVERVIEW:

This award will recognise an in-house corporate events team that delivers outstanding virtual and/or hybrid events and experiences. Judges will look for creativity and innovation from a team that can clearly demonstrate how they came together to successfully overcome the challenges posed by the pandemic to adopt new virtual/hybrid formats and platforms. Entries should include examples of your best two virtual/hybrid events delivered during the qualifying period along with 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).

IN DETAIL: THE TEAM

1. Provide a brief overview of your team and what makes them the best-in-class.
2. How big is your team and 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 up again post-redundancies, or bring people back from furlough? How have you overcome the talent shortage to find the right people?
3. Have you had to retrain/skill up in order to deliver more virtual/hybrid events?
4. How did you keep each other engaged and motivated during this challenging period?
5. How many events did you deliver a year pre-pandemic, and how did that change in 2021-22 eg, live versus virtual/hybrid?

VIRTUAL/HYBRID EVENTS

1. How have you helped stakeholders successfully meet their objectives using virtual/hybrid events? Was it difficult to persuade them of the benefits of these formats? If so, how did you achieve this?
2. How did you come together as a team to overcome the challenges of working remotely and using new technology?
3. How did you adapt existing live events to virtual/hybrid formats? Did you extend the reach of those events through using digital channels?
4. Did you introduce any new events?
5. What lessons did you learn throughout the year, and how have you used those to improve subsequent/future events?

RESULTS:

1. Demonstrate the success of your team in the last year, including details on the number of virtual/hybrid events produced and the impact they delivered both for the business and audiences.
2. Include two short case studies of events delivered for the business, describing the objectives, delivery, results/ROI for each event, and stakeholder testimonials and delegate feedback.
3. How is the team looking to build on its success from the last 12 months? What new virtual/hybrid events will the team be looking to implement in the future?
4. generating - please provide details of revenue (this information will be kept confidential).

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.**