

Best Event Technology Provider

OVERVIEW: This award will be given to a tech supplier or events company that has developed first-rate technology for delivering or enhancing events across live, virtual or hybrid formats. We want to know why your platform or tech 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 events delivered using the tech as well as feedback from clients.

IN DETAIL: THE COMPANY

1. Give an overview of your company – are you a dedicated event technology company, agency or other? How large is your company and where are your offices based?
2. When and why did you first develop your technology? If new, 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 tech – did you use an in-house or external development team? If the technology has been around for some time, how has it evolved since launch?
3. Sales and marketing - how do you market and sell the product and build brand awareness.

THE PLATFORM

1. Give an overview of what makes your technology best in class. How does it help your clients enhance their event delivery or experience?
2. Detail the key technology features and functionality. What is unique/different about it? What features does it offer that others don't? Does it integrate with other event or CRM platforms or tech?
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 technology, describing the objectives, delivery, results/ROI for each event, and including client and delegate feedback.
6. Are you planning to improve the technology by adding additional technology or capabilities in future?

BUSINESS IMPACT:

1. What impact has the tech had on your business financially over the past year? Please provide evidence of sales/revenue. How many events have been delivered using your tech over the past year?
2. Have you retained clients, expanded relationships with existing clients, or won new clients? (This information will be treated confidentially).
3. Please include any other information which shows how your technology helps your clients, or the wider event industry, plus further client testimonials if possible.

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 a video submission.

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 live, virtual and hybrid experiences. **Events must have been delivered between April 2022 and March 2023.**