

# Best Creative Concept

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**OVERVIEW:** This award will recognise the best creative concept or idea for an event (live, virtual or hybrid). Judges will be looking for the highest quality in terms of creativity. This category is open to agencies and corporate teams that can demonstrate how an original idea was transformed into a compelling, creative, and impactful experience for the audience. Entries should include client and audience testimonials.

## BRIEF & CREATIVE CONCEPT

1. Key details – client, date, project, format, audience profile & numbers, lead time, brief etc.
2. Objectives – what was the purpose of the event and the desired impact? Please include details of any pre-event research carried out, or any relevant information about the client's business (e.g., recent changes, specific challenges) or wider sector/economic challenges. Was it a new or existing client?
3. What was the creative vision and how did you make it a reality? Please include details of design, theming, content, entertainment etc., and how you transformed your idea into a compelling experience.
4. How did you factor sustainability and DE&I into the brief and planning? Judges will be looking for inclusive events where environmental impact has been actively considered and mitigated where possible.

## DELIVERY

1. Solution – what was the proposed solution to the brief and why. Give an overview of the actual event delivered. What was unique/different? How did you decide on the venue(s) and destination?
2. Content – how did you make it engaging and interactive, e.g., choice of speakers, length of content, different formats and streams, polls, or gamification? How did you bring the content to life for the audience? Did you use storytelling or any other creative techniques?
3. Technology – please include details of any event technology used to bring the creative concept to life. Did you have to develop anything bespoke?
4. If the event was live, did you extend the reach pre- or post-event via virtual content? If hybrid, how did you make the experience work for both digital and live audiences?
5. Challenges – did you have to overcome any specific challenges before or during the event delivery?

## ENGAGEMENT & MEASUREMENT

1. Why did this event matter to the audience? What was the impact in terms of behavioral change?
2. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
3. Include data or stats that show registration numbers, engagement levels, ROI, and any other key metrics.
4. If you measured and mitigated carbon emissions during the planning process, please include details.

**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. **On submission**, you will also be required to provide a 1200-character **submission overview** which will be used for judging and the live event script (if applicable). This does not count towards your submission word count. **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 2024 and March 2025.**