

# Best Charity or CSR Event

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**OVERVIEW:** This award will recognise an outstanding experience that has been delivered for a good cause. The category is open to CSR events as well as those organised for charities and non-for-profit organisations. The winning entry will be able to demonstrate excellence across all areas and clearly prove it had a positive impact. Judges will look for creativity, engagement, effective use of budget, sustainability, innovative use of technology and measurement. Entries should include client and audience feedback and proof of how the event performed against clear objectives and/or metrics.

## BACKGROUND & BRIEF

1. Key details – client, date, project, format, audience profile & numbers, lead time, brief etc.
2. Objectives – what was the purpose of the event and what was the desired impact? Please include details of any pre-event research carried out, or any relevant information about the client's business or wider sector/economic challenges. Was it a new or existing client?
3. 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 that was delivered. What was unique/different? How did the solution reflect or fit with the charitable cause?
2. How did you decide on the venue(s) and destination? Did you work with any other partners?
3. How did you make the event 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?
4. Technology – please include details of any event technology used to deliver the event and why.
5. 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?
6. Challenges – did you have to overcome any specific challenges before or during the event?

## ENGAGEMENT & ROI

1. Did the event meet its overall objectives? Please include feedback from both the client and attendees
2. Include any data that can show attendance and engagement levels, interactivity, ROI, behavioural change, and any other key metrics. How does this compare to previous events?
3. If the objective of the event was fundraising - please provide details of how much was raised.
4. How did the event create a positive impact/legacy? Please include details of any social impact. If you measured and reduced 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.**