

Best Event Use of Technology 2021

The Award:

This award recognises outstanding technology-based service or product suppliers that support the events industry e.g. apps, hybrid event services, gamification, augmented/virtual reality, web-based platforms, etc.

Who should enter?

Suppliers or contractors providing technology solutions for the events industry, event owners or managers. Please note that suppliers providing event marketing or creative services may prefer to enter those specific categories.

Eligibility:

Entries must be related to an event or series of events delivered in New Zealand and owned by a New Zealand resident business. Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **2 September 2019 to 5 April 2021 inclusive**).

Judging Criteria:

Each entry must begin with a brief overview of the product or service so judges can understand what is on offer, what experiences you've had in the event industry, industry competition and scale of the business (maximum 500 word count).

Entries (maximum 1,500 word count excluding testimonials) will be assessed against the following criteria:

1. **Product or Service Delivered (15%)**
 - a. Describe the event that you were asked to deliver the product or service to? What were the goals of the event manager in asking you to deliver that product or service?
2. **Leadership and Innovation (15%)**
 - a. How did your organisation show leadership and innovation in the delivery of goods/services?
 - b. How did your organisation contribute to the event's success? i.e. how you helped achieve the event manager's goals above.
3. **Degree of Difficulty (15%)**
 - a. Give examples of the issues you had to overcome to deliver a positive outcome.
4. **Customer Service (15%)**
 - a. Describe how the client/customer benefitted from the improvements or offerings you made?
 - b. How did you deliver customer service over and above the norm?
5. **Testimonials (15%)**
 - a. Please provide two testimonials (maximum 250 word count per testimonial) from the event company addressing why you should win over and above other suppliers?
6. **Commitment to sustainability (15%)**
 - a. What is your commitment to sustainability (environmental, economic and social/governance)? Note that your response should include environmental sustainability (e.g. mitigation strategies to limit the negative impact on the environment/reduce the impact on climate change), economic sustainability (e.g. financial stability, managing resources, etc. to ensure long-term viability), and social sustainability (e.g. governance, stakeholder relationships, social legacy outcomes, etc).
 - b. How did your creative concept demonstrate this?
7. **Judge's discretion (10%)**