

Best Event Activation

This category recognises the creative use of digital technologies to enhance the event experience. From digital installations, interactive videos to social engagement and integration for live experience.

Judges will look for the best, innovative, and effective or creative use of a digital for an event.

Overview

- Event Background
- Audience Profile
- Idea

Strategy

- Intended effect of the event
- Fit Market Scheme
- Marketing Strategy

Technology

- Examples of digital technology used
- Digital platforms used where applicable

Design

- Innovation
- Creativity
- User Experience

Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved by the event activation
- A return on investment
- Evidence of value added services to your customers as a result of the event activation