

Member Engagement – Awards Event

SIA partnered with Gather Voices to transform its pre-recorded virtual CODiE Awards Ceremony into a dynamic and engaging experience, generating valuable content while keeping the virtual format fresh.

CODiE Awards Video Campaign

Member Engagement – Awards Event

Program Overview

The SIIA CODiE Awards honor innovation in business and education technology. Using Gather Voices, SIIA made its pre-recorded virtual ceremony more engaging by efficiently collecting and leveraging video content.

Objectives

- Enhance engagement for a virtual awards experience
- Efficiently collect and edit content to recognize winners

What We Did

Our video strategy focused on:

- Collecting 303 videos from attendees and winners
- Inviting nominees to create short videos on why they should win, enhancing the judging process
- Producing award acceptance videos in just 5 weeks
- Pre-recording videos to ensure a smooth and engaging ceremony
- Gathering testimonials and congratulations videos during the event
- Providing SIIA with content ownership for year-round engagement

Results


We partnered with Gather Voices and SIIA to create a high-quality virtual event experience while generating highly engaging content for future engagement.

- 1 300+ videos produced in 5 weeks**
Fast, scalable content creation for awards show
- 2 420 attendees engaged with videos**
Strong virtual participation and engagement
- 3 Content leveraged year-round**
Testimonial videos provided long-term value

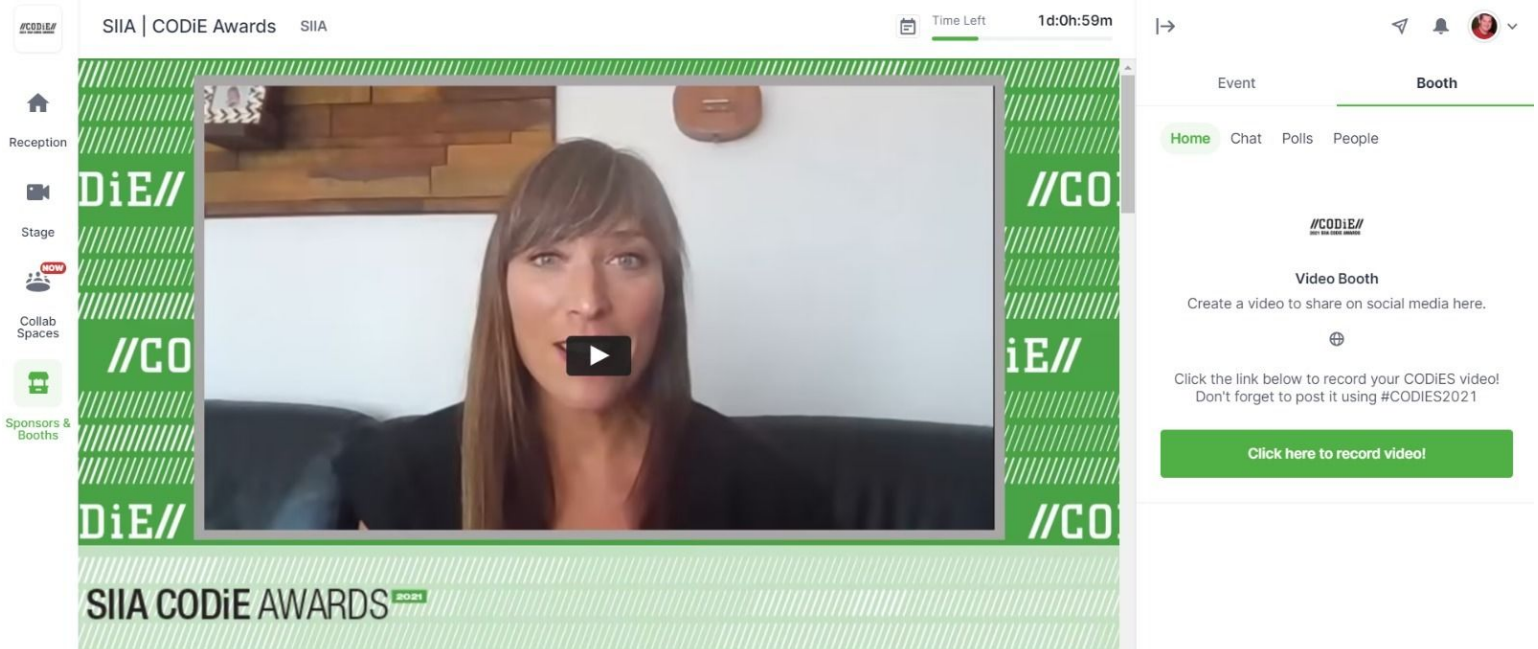


Frank Catalano, CMO of ParentSquare
Frank is the 2021 Ed Tech CODiE Award Emcee this year. Listen to him share why he loves the SIIA CODiE Awards. It goes way back to 1992 (and some digital ants). One of his favorite characteristics about The CODiE Awards is how they have changed with the times and the needs of Educators. Please join Frank by congratulating the winners and sharing your SIIA CODiE Award story!

Watch the Stories



Terry Baker, Alistair Brooker, Robert Carter, Valerie Chernek, Philip Cutler, Mike Daecher



SIIA | CODiE Awards SIIA Time Left 1d:0h:59m

Event Booth

Home Chat Polls People

#CODiE//

Video Booth

Create a video to share on social media here.

Click the link below to record your CODiES video! Don't forget to post it using #CODIES2021

Click here to record video!

SIIA CODiE AWARDS 2021

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



Chad Alger-Hardt, Co-Founder

chad@ck-consultants.com | 773-350-2959



Kaitlan Arndt, Co-Founder

kaitlan@ck-consultants.com | 312-465-3732

