



Member Engagement - Awards Event

SIIA 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.

- 300+ videos produced in 5 weeks
 Fast, scalable content creation for awards show
- 420 attendees engaged with videos
 Strong virtual participation and engagement
- 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



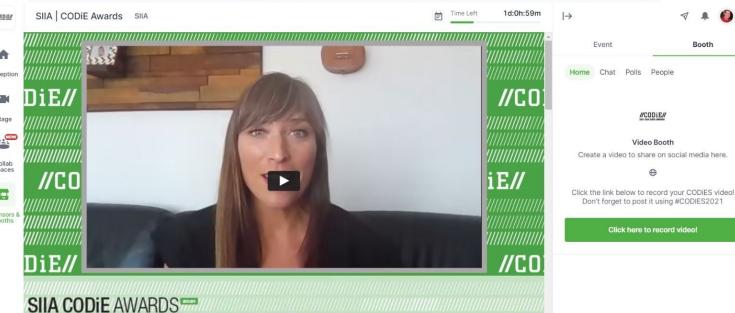












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