

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.

1

300+ videos produced in 5 weeks

Fast, scalable content creation for awards show

2

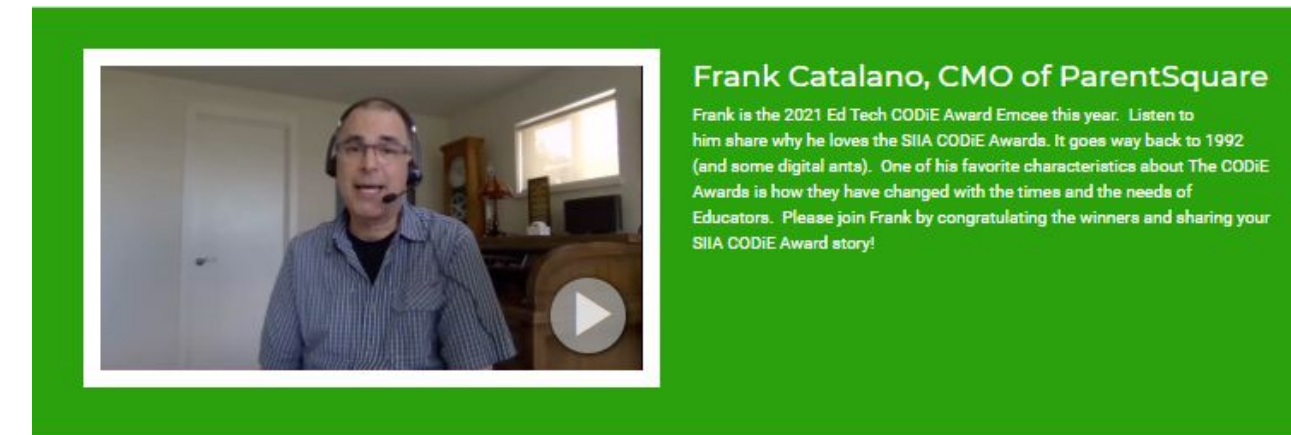
420 attendees engaged with videos

Strong virtual participation and engagement

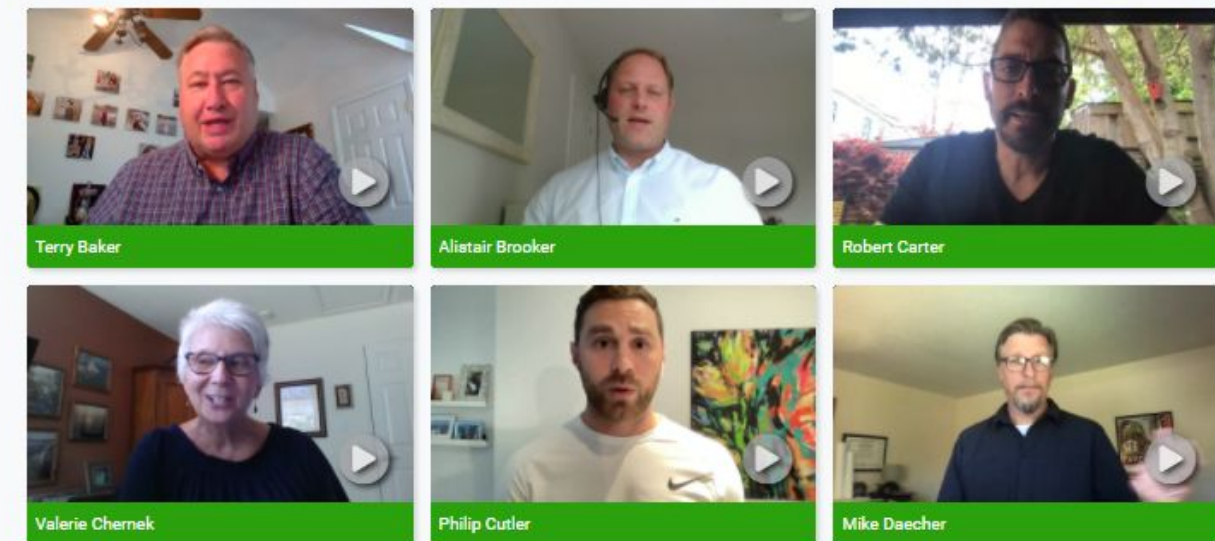
3

Content leveraged year-round

Testimonial videos provided long-term value



Watch the Stories



Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



Chad Alger-Hardt, Founder

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



Kathryn Duszynski, Managing Partner

kathryn@ck-consultants.com | 206-310-9490

