



## The Oscars of Silicon Fen

**The Client:** *Business Link, a nationwide joint private sector/Government initiative to support small and medium-sized enterprises.*

**The Briefs:** *Provide the design concept and supporting collateral for a competition to highlight the key role design plays in achieving greater business competitiveness among companies in the Eastern region. And create, organise and deliver an awards ceremony hosted by Prof. Sandra Dawson of the Judge Institute of Management Studies.*

**The VERSIO Solution:** *First we created a house style for the competition which ran through the brochure, entry form and invitations to the award ceremony for 160 people held at Cambridge University's Robinson College. It was continued through all venue signage, graphics, podium decor right down to the gourmet menus, winelists and floral arrangements!*

*Then our in house creative team turned its attention to the staging of the awards night. VERSIO decided, given the importance of the event and venue, that a black tie and evening dress "Oscar-style" evening would be appropriate.*

*To provide a Hollywood feel, VERSIO produced in-house an interactive CD projecting on to on-stage screens showing video and still clips of the finalist's projects. This ran from the moment guests arrived until the prize-giving ceremony itself, providing an entertaining visual backdrop to the event.*

*During the actual awards themselves, and interactively controlled to match the compere's speech, the names and products of the finalists appeared on the big screen, paused and then disappeared to leave the winner in splendid full screen glory. The faces of the winners were captured and projected by TV feeds as they wound their way to the platform to collect their award, accompanied by rousing music and much audience participation!*

*Our creative imagination and technical skills elevated and positioned what could have been just another business award ceremony into an original and exciting event, dubbed by the local press "The Oscars of Silicon Fen". Our clients were almost as delighted as the winners!*