



PRESS RELEASE

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Concerto Sponsors #EventTechHack – A World First The Event Tech Challenge 13th and 14th June 2015

On the weekend of 13th June the Concerto Group will be sponsoring the world's first Event Tech Hack. The event, organised by Event Tech Lab, will coincide with the beginning of London Tech Week and will take place at Campus London, Google's start-up incubator in Shoreditch.

The hackathon is aimed at software developers, user interface designers and event professionals, who want to collaborate and develop ideas for new applications in event technology software.

Hackathons are popular creative and collaborative forums where enthusiasts come together to develop ideas and then code basic demonstration models that can be developed and scaled into commercial applications.

Event professionals are encouraged to participate sharing ideas or acting as mentors to inspire software developers and user interface designers who will be attending. Teams will consist of a maximum of four people. Winners will be announced at the end of the Hackathon on Sunday 14th June at 3pm. The winner will present and demonstrate their winning hack at Event Tech Lab's Open Office and #CocktailHack session at Campus London on Tuesday 16th June.

Judges from the hackathon will be drawn from Concerto Group as well as software developers from well-known event technology companies in the UK and USA. The criteria for judging the best application will be based on the impact the application could have on the events industry, its feasibility in terms of implementation and how innovative the application is within the current event technology landscape.

Teresa-Anne Dunleavy, Chief Executive of the Concerto Group said: "This is going to be the world's first hackathon where event technology takes centre stage. This hackathon is about building something that is ultimately of benefit to the events industry. The Concerto Group is looking forward to seeing what innovative ideas the hackers create over the weekend."

ENDS



The Concerto Group

The Concerto Group is unlike any other agency currently operating in the UK events marketplace. Comprising over 16 brands the group benefits from the unique ability to provide services for all aspects of events, from event management, venues and catering to entertainment and other event services.

For more information on Concerto please contact: peter.kerwood@concertogroup.co.uk

www.concertogroup.co.uk

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