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Event Magazine
29.04.15

Concerto Group partners with Event Tech Lab for #EventTechHack challenge

29 April 2015, by Carmela Rodriguez, Be the First to Comment

Event organiser Concerto Group is sponsoring the world's first #EventTechHack challenge, which is set to take place at Campus London, Google's start-up hub in Shoreditch on 13-14 June.



Concerto Group is sponsoring the world's #EventTechHack challenge, organised by Event Tech Lab

Event technology will be take centre stage at the hackathon, which is being organised by Event Tech Lab.

Software developers and interface designers will work collaboratively with event professionals to produce innovative ideas for event technology software. Event professionals will be encouraged to share ideas, act as mentors and inspire the tech enthusiasts.

Participants will work in a maximum team-size of four and the winner will be able to present their idea at Event Tech Lab's Open Office and #CocktailHack session at Campus London on 16 June.

The judging panel will consist of members of Concerto Group alongside well-known software developers from event technology companies in the UK and US.

The criteria for judging the competition will be based on the impact the idea could have on the events industry, its commercial application and its level of innovation.

Teresa-Anne Dunleavy, chief executive of 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."

The hackathon forms part of London Technology Week, which will run from 15-21 June.