



**Meetpie**  
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## Concerto backs first event tech hackathon

Event planners encouraged to sign up to collaborate on new tech

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Pictured: Teresa-Anne Dunleavy, Concerto Group CEO

Have you got what it takes to bring your event tech idea to life?

Aimed at software developers, user interface designers and event professionals who want to collaborate and develop ideas for new applications in event technology software, #EventTechHak will be held at Campus London, Google's Shoreditch start-up incubator in June, and is the first of its kind for event tech.

Hackathons are popular creative and collaborative forums where enthusiasts come together to develop ideas and then code basic demonstration models that can be developed into commercial applications. Event planners are encouraged to participate in the Concerto Group-backed event on 13-14 June, sharing ideas and acting as mentors to inspire software developers in attendance.

Ideas and demonstration models will be judged by a panel drawn from Concerto and well-known UK and US event technology companies before the winning hack will be presented at Event Tech Lab's Open Office and #CocktailHack session at Campus London on 16 June, midway through London Tech Week.

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, Concerto Group CEO, 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."