



**PRESS RELEASE**  
**15<sup>TH</sup> JUNE 2015**

**STAFFMATCH APP WINS THE  
CONCERTO GROUP'S #EVENTTECHHACK**

Concerto Group presented the team members and creators of StaffMatch with first prize at last weekend's #EventTechHack (13/14 June) – the world's first event technology hackathon. The event, organised by Event Tech Lab was the first in a series of event technology events planned for London Tech Week. The world's first event technology Hackathon took place at Campus London, Google's start-up incubator in Shoreditch. The hackathon was aimed at software developers, user interface designers and event professionals.

Teams worked over 18 hours over two days to collaborate and develop new ideas for applications in event technology software. Hackathons are popular creative and collaborative forums where enthusiasts develop ideas and then code basic demonstration models that can be developed and scaled into commercial applications.

Hackathon judges – Robert Dunsmore, GES EMEA; Julius Solaris, Event Manager Blog; Gary Dalal, Apptology and Ivan Garcia, Pickevent chose the winner and runners-up. The criteria for judging was based on the potential 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.

The winning application StaffMatch – created by Samir Pekaz, Javier Gomez, Michael Bishop, and Tessema Tesfachew – is a freelancer register where venues, event organisers and the public can hire as well as rate temporary freelance staff. StaffMatch will be presented at Event Tech Lab's regular Open Office and #CocktailHack - sponsored by ibtm World, Barcelona - at Campus London on Tuesday 16<sup>th</sup> June. The winners will work with Event Tech Lab over the next year to develop the winning application into an event technology business. The runners up – Suggest Event, JumpThe Queue and Crowd View Live all received praise from the judges but StaffMatch won the day.

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Peter Kerwood, Marketing Director of the Concerto Group said: “encouraging innovation in the event technology space is not only vital for Concerto to further reinforce event technology into our company culture but also to advance the quality of events in the United Kingdom. Sponsoring an event that has creativity at its heart is something that the Concerto Group fully supports. The quality of the entries demonstrated that creativity as well as the interest of the developer community in event technology”.

For further information please contact: James Morgan, [james@eventtechlab.com](mailto:james@eventtechlab.com)

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