

## **Publication Awards Categories**

*These categories recognize excellence in events staged since 1 January 2021. Live, virtual, and hybrid events may be nominated.*

*Nominations that won in the 2022 IBAs may be resubmitted for consideration in the 2023 IBAs. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.*

*Information to be submitted online for entries in these categories for the 2023 IBAs will include*

*1 An essay of up to 525 words describing the event: its genesis, goals, development, and results, OR a video of up to five (5) minutes in length describing the same.*

*2 Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on*

*3 Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development*

**Category: R05. Corporate & Community - B2B Event:** *a category for all events created to build and reinforce business relationships including trade shows, conferences, corporate parties or shows, galas etc.*

**1.** *An essay of up to 525 words describing the event: its genesis, goals, development, and results, OR a video of up to five (5) minutes in length describing the same.*

Isos Technology, a five-time Atlassian Partner of the Year award recipient, attended and sponsored the annual Atlassian Team 23 conference in Las Vegas in April 2023. The multi-day, in-person and digital event brought industry experts, innovators, and thinkers in ITSM, DevOps & Agile, and Work Management together for an unrivaled teamwork experience.

With a hefty \$xxx,xxx investment in the conference and surrounding activities, Isos Technology spent months preparing and defining the following goals:

- Acquire x,xxx new leads (called Marketing Qualified MQLs at Isos). This was calculated by a x total investment (\$xxx,xxx), requiring xx closed/won deals.
- Isos Participation: Engage proactively at the booth, attend Isos activities, document with photos to share with the marketing team for social media, in the dedicated Slack channel, "team-23"
- Engage current customers both in having them provide feedback as well as honoring their support of Isos with a special VIP dinner
- Win an Atlassian Partner of the Year award

At the event, Isos Technology was a major presence:

- A Platinum Sponsor
- A speaker in two in-person and four digital sessions
- Engaged in a spacious booth that was predominantly located in the Exhibit Hall.
- Sponsored Atlassian's Visionary Happy Hour: xxx+ of Atlassian's top customers and 50+ Atlassian staff and leadership
- Isos Technology LinkedIn Live event: real-time information, details, and interviews from the event

Apart from the significant contributions during the conference, Isos Technology also orchestrated several supporting events, including:

- Customer Advisory Board (CAB): an all-day board meeting and dinner
- An evening Customer VIP Party for over xxx clients, prospects, and strategic partners
- Post-show webinar: "Atlassian Team 23: Top Takeaways from the Conference"

## **Results:**

Isos Technology's extensive effort and involvement in Team 23 proved to be a worthwhile investment and they knocked their goals out of the park. The networking opportunities fostered new collaborations and provided numerous potential business prospects:

- Awarded Atlassian Partner of the Year 2022: ITSM Solutions, for outstanding contributions and achievements during the 2022 calendar year
- Show Metrics
  - All events at the show contributed to unbelievable metrics
    - x,xxx contacts with prospects and customers overall counting booth traffic, theater sessions, and digital sessions
    - xxx incremental new leads overall
    - xx active deals in progress, with more to come
- Post-Show Event - Webinar
  - Xxx Registrations with a 40% attendee rate (extremely high)
  - Including xx new contacts (new Leads)

*2. Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on*

- Emails show generating interest

- [TY Customer Advisory Board Event](#)
- [Join Isos at Team 2023](#)
- [Join Isos at VIP Cocktail Party](#)
- Blog Posts - All published in the weekly Isos newsletter to prospects and clients
  - [Countdown to the Event of the Year—Atlassian Team 23!](#)
  - [Get up to speed with Atlassian at Team '23 in April](#)
  - [Are You Sitting Down? Here's the Biggest News from Team 23!](#)
  - [\[Upcoming Webinar\] Atlassian Team '23 Recap Webinar: Top Takeaways from the Conference](#)
  - [Tune In to Isos' Team '23 Sessions On Demand Now!](#)
  - [\[Watch the Webinar\] Atlassian Team '23 Recap Webinar: Top Takeaways from the Conference](#)
- [Digital Live Stream from the Exhibit Hall](#)
- [4 on-demand digital sessions](#)
- [Various event photos](#)
- Press Release: [Isos Technology Receives Atlassian Partner of the Year 2022: ITSM Solutions](#)
- Recap webinar: [presentation slides](#) and [recording](#)
- Paid Media Support -
- Social Media
  - Extensive coverage on Twitter, LinkedIn and FB
  - Example posts from LinkedIn
    - [https://www.linkedin.com/posts/isos-technology\\_atlassian-team-23-recap-atlassian-nyc-activity-7058888645297983488-VOw7?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/isos-technology_atlassian-team-23-recap-atlassian-nyc-activity-7058888645297983488-VOw7?utm_source=share&utm_medium=member_desktop)
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- [https://www.linkedin.com/posts/isos-technology\\_atlassianteam23-throwbackthursday-atlassian-activity-7044758516481306624-VorD?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/isos-technology_atlassianteam23-throwbackthursday-atlassian-activity-7044758516481306624-VorD?utm_source=share&utm_medium=member_desktop)

**3.** *Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development*

#### Isos Technology

- Beth West, Vice President of Marketing
- Marianne Kranker, Event Manager
- Erin Philips, Director of Product Marketing
- Meghan Soucy, Marketing Manager, Demand Generation
- Tad Fox, Brand Manager

Leadtail - Social Media Agency

Orange Marketing - HubSpot Marketing Ops Agency