



## MediaPost Uses iMeet Central (formerly Central Desktop) to Power Annual Award Programs

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# MEDIAPOST USES IMEET CENTRAL TO POWER ANNUAL AWARD PROGRAMS



## NEED FOR A COLLABORATION SOLUTION

MediaPost keeps a finger on the pulse of all things media and marketing. The organization produces popular publications, hosts conferences featuring luminaries like Martha Stewart and Mark Cuban and offers a series of award programs to shine spotlights on the best work happening in advertising and marketing today.

The Creative Media Awards, true to the name, honor all the creative components behind the vision and execution of the best campaigns. The OMMA Awards are like the Oscars for marketers, with categories like Best Home Page Takeover and Best SEM Campaign.

Persia Tatar oversees all of the marketing throughout MediaPost’s award cycles: the submission process, the judge recruitment, the ticket sales and the management of the events themselves.

Originally, Tatar’s MediaPost colleagues developed an in-house solution that allowed for the juggling of all the different categories and judges involved with each new award season; this solution worked as a stopgap, but wasn’t viable for the long-term. Judges weren’t able to work with each other, and they had to download each nominated video or creative asset individually – a considerable speed bump for judges donating their time and expertise.

Rather than devoting internal programming resources to a more complex solution, MediaPost turned to iMeet Central. “We had many, many





## A SOLUTION FROM START TO FINISH

At the very start of the award cycle, nominee forms are inserted directly into iMeet Central upon submission – along with videos, screenshots or other associated creative assets. MediaPost’s editors then review the submissions to determine the finalists that will be passed along to the judging panel.

“The end result is that it saves us a lot of time in terms of compiling information like the list of finalists and the list of winners,” says Tatar. As an account administrator, she can easily see when her users – the judges – have yet to report to duty, then politely nudge them along accordingly. Given the compressed timeframe, easy oversight is essential. “This all happens within a one-week period,” Tatar says. “It’s fast and furious.”

## iMEET CENTRAL: NOT JUST A PROVIDER, BUT A PARTNER

Tatar says that onboarding usually proves to be “very straightforward.” For the benefit of any new users who were slower to acclimate, iMeet Central’s award-winning customer experience team worked with MediaPost to produce an easy step-by-step video walking through the entire process.

The partnership doesn’t end upon purchase or upon implementation. Tatar tells the story of one judging cycle that happened to coincide with her own wedding, leaving her a little less responsive than normal. Naturally, that proved to be a time when her users needed some troubleshooting on a Saturday right before deadline.

“The judges had questions about logging in, and Caitlin at iMeet Central (Central Desktop) responded to them with screenshots and got on the phone with them,” Tatar says. “It was all taken care of, and nobody had any complaints.”

### MediaPost Highlights

#### Challenge

MediaPost’s annual Creative Media Awards and OMMA Awards honor media and marketing innovators in a wide range of categories. To determine the winners, MediaPost needs to make a large volume of creative assets available to a large number of industry experts. An in-house solution proved to be insufficient for facilitating collaboration between the judges.

#### Solution

Judges view videos and leave notes on creative assets directly within iMeet Central, rather than taking superfluous steps to download, view and then share their feedback. For the first time, judges are able to directly collaborate with fellow judges. To simplify the process, each individual dashboard displays all of the categories for which that judge is responsible.

#### Results

Dramatic time savings and unprecedented collaboration. When working with industry leaders who are volunteering their time to judge awards, it’s crucial to eliminate cumbersome workflow to support sales productivity.



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## ABOUT iMEET CENTRAL AND PGI

The iMeet Central collaboration platform connects people and information in the cloud, making it possible to share files, combine knowledge, inspire ideas, manage projects and more. iMeet Projects is integrated with iMeet and GlobalMeet, streamlining the ability to launch virtual meetings directly from the iMeet Central platform. iMeet Central serves half a million users worldwide.

PGi is the world's largest pure-play provider of collaboration software and services. PGI's unified collaboration platform empowers business users and teams to connect, share ideas and manage projects with the simplicity and everywhere-access of the latest cloud technologies. PGI has a global presence in 25 countries, and its award-winning solutions provide a collaborative advantage to nearly 50,000 enterprise customers, including 75% of the Fortune 100™. In the last five years, PGI has helped over a billion people worldwide connect, collaborate and get work done—in teams, large groups and one-on-one. For more information, visit PGI at [pgi.com](http://pgi.com).



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