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## MOMENTUM WORLDWIDE SWEEPS EX AWARDS AT THE ANNUAL EVENT MARKETER CONFERENCE

Agency Also Rocks Two Boot Camp Sessions on Technology and ROI

Event Marketer magazine unveiled the winners of the EX Awards, the world's largest recognition program for experiential marketing. This year's awards generated a record 800+ entries, beating the previous all-time record set back in 2008. The winners were announced at the 2011 Ex Awards gala on May 16 in Chicago. Momentum is proud to announce that the agency took home 3 Golds, 2 EX awards and Gold for the GRAND EX.

The winners included: Best Activation of an Entertainment Sponsorship/Gold (Wheat Thins Crunch Den/Kraft); Best Nightlife Marketing Campaign/Gold (Band of Buds/Anheuser-Busch InBev); Best Event Related Website/EX (Band of Buds); Best Live and Digital Program/Gold (Unstaged/American Express); Best Proprietary Program/EX (Unstaged). And for the GRAND EX (the highest honors), Momentum got the Gold for Unstaged.

Momentum also led two of the four Boot Camps at the conference. The first, TECHNOLOGY AND EVENTS, covered how to embrace technology as a permanent weapon in the event marketing toolbox. Momentum Technologist Arni Maack discussed the art and science of selecting and deploying the right technology, which trends are the "hotties" and which ones are the "notties," and how the agency uses the Phygital approach to client business. The second Boot Camp was led by SVP Tom Boccuzzi and was titled: MEASUREMENT & ROI BOOT CAMP. Tom discussed why having a measurement plan is no longer a luxury and examined the latest trends in measurement, from new forms of metrics to new ways to measure.