

Leading hybrid events platform, VenuIQ, named 'Best Event App' at prestigious industry awards

Leading hybrid events platform, [VenuIQ](#), has been named 'Best Event App' at the prestigious [Event Technology Awards](#) 2021.

The awards, now in their ninth year, celebrate the best technology innovation in the event industry over the past year.

VenuIQ took home the award for Best Event App after being recognised for its work with [Founders Forum](#), the community for founders, CEOs and global leaders, which ran its first live event since before the pandemic with the help of VenuIQ's custom app.

The app played a key role in allowing the event to go ahead, providing the technology to maximise engagement amongst delegates whilst keeping social distancing measures in place.

It also allowed those who could not travel from overseas to take part in the event virtually, and where talks reached full capacity, delegates could watch via the app in other areas of the venue.

Delegates were also provided with the ability to track and share their locations with other guests by utilising VenuIQ's delegate tracking solutions to enable networking meet ups and offer recommended connections through a bespoke matchmaking facility.

Speaking following the award win, Oliver Rowe, co-founder of VenuIQ, said: "We are extremely proud that our custom app has been named Best Event App at the Event Technology Awards 2021

"The last 18 months have been unprecedented for the events industry and, like so many, we and our clients were forced to think on our feet and adapt our approaches almost overnight to navigate the challenges we were faced with.



Co-founder Oliver Rowe

“Our app has played a fundamental role in allowing many businesses’ events go ahead despite restrictions. Founders Forums’ first live event post-pandemic was a particular success, and it’s wonderful that our technology has been recognised by such a coveted award for its ability to engage attendees, both in person and virtual, and make life easier for organisers.”

Headquartered in the West Midlands, VenuIQ is an event platform which gives users the tools to instantly create apps and web experiences for virtual, hybrid and in-person events.

The business employs a team of highly skilled tech professionals, who support organisations with event management, bespoke platform design and feature requests, and has recently expanded into Europe and the USA, with representatives based in Paris and Florida.

For more information visit www.venu-iq.com