



## 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







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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).



{ COLLABORATIVE ADVANTAGE }

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