



## **PRESS RELEASE**

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*For immediate release*

### **2020 EMMA AWARDS GALA, BROADCAST LIVE FROM LONDON USING A PIONEERING TECH SOLUTION**

**Brussels, 4<sup>th</sup> June 2020** - *On Wednesday, 10th of June, during an exceptional hi-tech EMMA Gala Awards ceremony, ERA GLOBAL will honour the companies, products and professionals who have demonstrated excellence and involved themselves in the growth of the Multi-Channel Home Shopping industry.*

The 5th EMMA Awards Gala will be broadcast with a pioneering solution, which utilises the latest technologies and provides an immersive digital experience. The event will be hosted live in a physical studio in London with guests attending 'virtually' and aired worldwide, so that all the ERA GLOBAL member companies and friends can participate.

Member companies and professionals will be awarded for their outstanding achievements in the industry with the following 9 categories:

1. Best Short Form.
2. Best Long Form.
3. Best Live Show.
4. Best Social Media Campaign.
5. Best Presenter.
6. Best Innovation.
7. Best Supplier.
8. Best CSR (Corporate Social Responsibility).
9. Outstanding Contribution Award.

This year, in order to select the winners, the jury and members reviewed 23 video clips provided by the companies that had entered.

In order to provide an updated overview of the Multi-Channel Home Shopping industry and the Association's plans for the future, the awards ceremony will be preceded by ERA GLOBAL Town Hall Event and Global Tour, as it follows:



- 3 pm – 3.30 pm London time: Town Hall Event: ERA GLOBAL Overview and plans for the future - 30 minutes.
- 5.30 pm- 6.30 pm London time: Global Tour: Updates from the industry key-figures.
- 7.30 pm – 8.30 pm London time: EMMA Awards GALA.

Registration for the virtual ERA GLOBAL events can still be received on this [link](#) up to Monday, 8th June.

Inquiries can be submitted at: [conference@era.europe.eu](mailto:conference@era.europe.eu).

Visit the official website: [www.emma-awards.com](http://www.emma-awards.com) for more information.

For further details about ERA GLOBAL, please visit: [www.era-global.org](http://www.era-global.org).

### **About ERA GLOBAL**

ERA GLOBAL\* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA GLOBAL advocates and supports the interests of its Global members and their customers.

\*the registered association name is the Electronic Retailing Association Europe / ERA Europe.