



## **PIONEERING ABTT AWARDS**

The ABTT is getting ready to premiere a series of pioneering Wigs, Hair & Make-up (WHAM) and Costume in Theatre, Entertainment & Arts (CiTEA) awards at this year's Theatre Show. We are genuinely excited and proud of this opportunity to expand the already popular annual event, a fixture in the calendars of both seasoned theatre experts and industry newcomers. Traditionally centred around 'hard tech' interests, the show is now expanding with the introduction of new award categories, which will be tailored for and by our respective 'soft tech' communities.

This marks a pivotal moment for our position in the industry, and we are extending our invitation for you to be a part of our next stage in this development. The newly formed awards will represent an unprecedented step towards equality, diversity and inclusion in the UK, positioning live events and entertainment technologies ahead of offerings from the film and TV sector for our disciplines.

The ABTT, true to its core values, is launching this new initiative as a way of actively promoting equality, diversity, respect, dignity, and inclusion, and to remove barriers for those who are underrepresented in the live arts and entertainment sector. The organisation is building a legacy that shall stimulate dialogue, widen networks, and showcase our industry's accomplishments to a wider audience, which we have initiated, knowing it responds to a long-hoped-for mechanism for recognition by many practitioners.

We are excited to be creating and inspiring conversations by launching an initiative where peers can meet and showcase the value that we know we add to the industry. To make this happen successfully and without delay, we are seeking to ask for help from as many of you as possible.

We want to be sure that we are serving our communities in representing existing traditions and new innovations in equal measure and are particularly keen to shine a light on how much development has taken place in terms of new technologies, education and practice over the last two decades.

Support for this endeavour could take various forms, such as companies providing sponsorship, nominees stepping forward, nominators championing deserving individuals, influencers spreading the word, panel members participating in the selection process, and anyone else recognizing the value we bring to live performances offering encouragement and advocacy.

The ABTT Theatre Show team have made a firm commitment of support us by allocating a large central stand for us to display our creativity, meet our communities, share ideas and if companies would like to make use of this space, to introduce new products.



As we embark on this exciting journey, we eagerly welcome collaboration for WHAM and CiTEA communities to work on expanding the show in their respective areas. This could include representation from educators, creatives, innovators and commerce. An unprecedented step to showcase and platform 'soft tech' within our industry.

## **CODIFYING THE AWARDS**

Following the completion of a two-week consultation period during which our peers and colleagues fed back their thoughts and ideas via an online questionnaire, we are truly encouraged by how important the creation of new awards categories is to everyone and have been able to gain some fantastic insights.

The original desire for such awards started several years ago and was reignited by the coming together of ABTT WHAM and CiTEA in the autumn of 2023. Fundamentally our impetus is borne out of the concept of 'Awards designed by us, for us' and we hope that you are keen to join us in this pioneering adventure.

The next step in working with our communities is designed to make sure we form meaningful foundations for our awards categories and robust awarding concepts in collaboration with those we strive to represent.

With this we would like to invite you to join us in person if you can, or remotely if you are not able to travel. If you have any specific access requirements, please let us know.

**Session:** AWARDING EXCELLENCE BEYOND THE APPARATUS

**Location:** QEII Centre (Westminster) and via Zoom

**Date:** 12 February 2024

**Schedule:** 12.00 noon - Welcome (sandwiches and drinks provided)

12.15 pm - Introduction by ABTT CEO Robin Townley

12.30 - 2.00 pm – WHAM & CiTEA break out groups

Please RSVP to [admin@abtt.org.uk](mailto:admin@abtt.org.uk)