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For Immediate Release

Events Industry Gets Major Spotlight as Mission Critical Named First Ever Best Virtual Series at 42nd Annual Telly Awards.

Trailblazing series created to help decimated industry during the Pandemic honored with a Silver Telly Award for achievements in virtual experience alongside Microsoft, Equifax, The Atlantic, The National Comedy Center and more.

June 9, 2021 New York, NY – TKE Group proudly announced today that its hit virtual meetings industry telecast, Mission Critical, has been honored with a Silver Telly Award for Best Virtual Series at the 42nd Annual Telly Awards. The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks, production companies and more including Netflix, Dow Jones, Duplass Brothers Productions, Complex Networks, A&E Networks, Hearst Media, Nickelodeon, ESPN Films, RYOT, Partizan and Vimeo.

“In the face of a year like no other, Mission Critical has continued to defy the limitations of our new world, in continuing to create compelling and engaging work”, says Telly Awards Executive Director Sabrina Dridje. “This year’s submissions doubled down on what we already know about the industry. Creativity cannot be stopped. Collaboration will always prevail. New ideas and stories will always find a way to break through to an audience.”

Launched in May of 2020, Mission Critical was created by The Knowledge Exchange, in collaboration with KPG Creative, American Guest and Giovanni Experiences as a tool to sustain and support an industry in free-fall after being rocked by the covid-19 pandemic.

“I think I speak for our entire team when I say this is such an incredible honor, not only as a small business being honored in a category that included *Microsoft, The Atlantic, Equifax* and *The National Comedy Center’s Lucille Ball Comedy Festival*, but for that recognition to come from the world’s foremost experts on television, movies and digital content, is just mind-blowing. I’m also thrilled that we are able with this award to shed some light on an industry that needs it so badly right now”, said Lara.

He added, “I could not be prouder of our team and what we continue to create and accomplish. To see the love and support back from the industry for our efforts the past year, and to feel we really made a difference – I mean, my God, we had some of the greatest top-level event minds from Microsoft, S&P Global, The National Retail Federation and the NAACP to [NYC & Co. President] Fred Dixon, and the stars of Hamilton, Aladdin, Wicked and Chicago on with us. We even had a few project managers from the CDC who would tune in to see what the discussions were in live events. It’s all just utterly mind-blowing, when you think about it. ”

Since that inaugural episode, over 100,000 global executives and counting have experienced *Mission Critical* either live or on-demand on their website including Fortune 500 and 1000

heavyweights, leading Financial and Insurance Institutions, major Fashion Houses, National and International Associations, Global Government Agencies and Political Organizations, as well as World Renowned Universities.

As for the Telly Awards, this year also saw the continued expansion of new categories to reflect and celebrate new forms of producing work in light of the past months restrictions and limitations. New categories included Remote Production, Virtual Events & Experiences and an increase in animation categories.

Last year, The Telly Awards attracted more than 12,000 entries from top video content producers including Adobe, Adult Swim, the BBC, Condé Nast, J. Paul Getty Museum, PBS, Playstation, RadicalMedia, T Brand Studio, Ogilvy & Mather and The Walt Disney Company.

About TKE Group/Mission Critical

The TKE GROUP is one of the fastest growing set of invitation-only, hospitality trade brands for the meetings and events industry including The Knowledge Exchange (Live Events), Mission Critical (Virtual/Hybrid), Meets Business Development Events, and The EVOLVE Platform. They are also the co-creators of the **#SaveTheMeetings.org** campaign crafted to reignite the Meetings and Events industry post Covid 19.

More information on TKE Group can be found at <https://thetkegroup.com>

About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include Ghetto Film School, We Are Parable, LAPPG, NAB, Stash, Storyhunter, NYWIFT, Production Hub, IFP and Social Media Week.

The full list of the 42nd Annual Telly Awards winners can be found at www.tellyawards.com/winners.

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