Program Area: Learning & Development

Category: Best Use of Augmented Reality and Metaverse

The category **Best Use of Augmented Reality and Metaverse** is for a written description of a workplace learning program that recognizes excellence in leveraging augmented reality (AR) and metaverse technologies to create impactful, immersive experiences. Winning entries will demonstrate innovative implementations that seamlessly blend AR with 3D virtual environments, social spaces, and other metaverse components. The ideal submission will showcase how AR can enhance metaverse engagement by overlaying digital information and virtual objects within the virtual space. This application could include AR navigation aids, data visualization overlays, virtual characters, and assets, simulated tangible objects, and more.

Training, learning, talent, HR, or other related department can enter either alone or together with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations cannot enter alone.

**Instructions:**

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font – *Helvetica body 12* (size, color, or type).
4. Do not remove any sections of the application.
5. If any fields are not applicable, please leave them blank or write N/A.
6. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
7. Write in paragraph form and check the spelling.
8. Write using the third person. Do not use “we, our, us,” etc.
9. Avoid “marketing” languages; focus on details and outcomes.
10. Include images, charts, and graphs in this document form; please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document in an appendix if necessary.
11. If applicable, you may provide supporting reports, videos, and course links. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or videos, ensure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. Provide all links, URLs, and User access information in your online application for submission. Make sure access is available to reviewers for at least one year.
12. When completed using the same font size, this document should be approximately (15-20 written pages), font size Helvetica 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
13. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by **highlighting those details within this form in red,** so they are omitted from publishing.
14. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
15. Sign up or log in to the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application, and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** **awards@brandonhall.com****. Do not send any applications via email, but only through the award application site.**

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| --- |
| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** |
| 1. **Fit to the Needs**
 | The learning delivered through AR and the Metaverse aligned effectively to the learning needs and business/organization situation. |
| 1. **Design**
 | The design of the AR and Metaverse supported the learning objectives effectively. |
| 1. **Delivery**
 | The learning provided through AR and the Metaverse was delivered successfully, and easy to access and use. |
| 1. **Measurable Benefits**
 | The use of AR and Metaverse for learning produced measurable benefits and outcomes. |
| 1. **Overall**
 | Overall, the use of AR and the Metaverse for learning demonstrates a positive impact to its users and the organization, and it was an appropriate learning approach. |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Entry Title** | (Insert text here) |
| Name of Entering Organization | (Insert text here) |
| \*Name of Helping Organization (Vendor) if submitted jointly: | (Insert text here) |
| \*OPTIONAL PR | (Insert text here) |
| Date | (Insert text here) |
| Brief Description of Entry (2-3 Sentences) | (Insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (Insert text here) |
| Employees | (Insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (Insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
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| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

Budget and Timeframe

Please fill out the following grid with your best ability. You may offer an estimate or range for each. If this information is confidential or not applicable, enter N/A. Your entry will not be judged based on this information; however, this offers the judges a greater understanding of your entry, complexity, and/or maturity.

|  |
| --- |
| **Budget and Timeframe** |
| Overall budget | (Insert text here) |
| Number of (HR, Learning, Talent) employees involved with the implementation? | (Insert text here) |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | (Insert text here) |
| Number of contractors involved with implementation | (Insert text here) |
| Timeframe to implement | (Insert text here) |
| Start date of the program | (Insert text here) |

Entry Details:

Judging Criteria 1: Fit to the Needs

Use this area to describe the business conditions and business needs that led the organization to develop learning delivered through AR and the Metaverse.

Details:

Overview

Use this area to provide a description of the AR and the Metaverse application and its impact on the organization. What goals were established and were they achieved?

Details:

Judging Criteria 2: Design

Use this area to discuss how the AR and the Metaverse was designed for its appropriate audience.

Details:

Judging Criteria 3: Delivery

Use this area to discuss the how the AR and the Metaverse was delivered to its intended audience. Details:

Video Example or Trial Access

This is part of the judging criteria, **but do not include in this form.** Provide all links, URLs and User access information in your online application. **Referenced in the instructions in the form on page 1.**

Judging Criteria 4: Measurable Benefits

Use this area to discuss the measurable benefits as seen by the organization. How is ROI/impact of the AR and the Metaverse measured and what were the results? What was prioritized? What was important and how was it identified?

Details:

Judging Criteria 5: Overall

Use this section to provide a summary of key findings. What lessons were learned? What is next/future outlook?

Details: