



Ford Sinclair Award Ceremony System Replacement

Case Study

Prepared by Clockhouse Solutions Ltd
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Case Study

Client: Ford Sinclair

Website: <https://www.ford-sinclair.co.uk>

Industry: Events and Awards

Events:

PLC Awards	https://www.plc-awards.co.uk/
European Mediscience Awards	https://www.mediscience-event.co.uk/
AIM Awards	https://www.aim-awards.co.uk/
UK Tech Awards	https://www.uktech-awards.co.uk/
Private Business Awards	https://www.privatebusinessawards.co.uk/

About the Client

Ford Sinclair is a family-run events company that has been producing a number of awards programmes that culminate in some of the UK's most prestigious award ceremonies since 1984. Their portfolio includes five flagship events: the PLC Awards, European Mediscience Awards, AIM Awards, UK Tech Awards, and the Private Business Awards. Collectively, these events attract thousands of attendees each year, from FTSE Chairmen and CEOs to private tech company entrepreneurs and innovators and leading European healthcare innovators plus their many corporate advisors.

The Challenge

Ford Sinclair's awards were supported by a number of third-party tools and manual processes. While these worked in the short term, the system was becoming inefficient and disjointed:

- Nominations were handled separately for each award
- Judges reviewed research packs spanning hundreds of pages while their votes were manually collated prior to publishing
- Event booking, ticketing and check-in required significant manual administration and were supported by multiple third-party solutions
- Brochures and event collateral had to be created by hand and updated under tight deadlines

The team needed a single, integrated platform that could handle nominations, judging, ticketing, and content production across all five award programmes.

The Solution

Clockhouse Solutions began by carrying out a full analysis of Ford Sinclair's requirements. Our conclusion was clear: a bespoke solution would deliver far more value than attempting to tailor and integrate multiple third-party systems.

We prepared a Request for Procurement (RFP); identified and shortlisted suitable development companies; and guided Ford Sinclair through the selection process using a selection and scoring mechanism. This resulted in a partnership with Relevant, a trusted near-shore software development company with a proven record of high-quality delivery.

Working closely with the Relevant team, Clockhouse Solutions:

- Produced feature requirements documents and refined functional designs

- Prioritised delivery of features using agile methods
- Oversaw the development of a platform to:
 - Accept and manage award nominations
 - Enable expert judges to review submissions and vote on category winners
 - Automatically publish shortlisted companies to each event website
 - Manage event bookings, issue tickets and administer on-site check-in
 - Automatically generate digital event brochures with programme details and shortlisted company profiles

The Results

The new platform has transformed how Ford Sinclair runs its events:

Efficiency: A single platform now manages all five awards, saving staff hundreds of hours of manual work

Professionalism: Automated brochures and streamlined judging processes enhance the experience for nominees, judges and attendees

Scalability: The system is designed to support future growth in launching new events and increasing the number of attendees at existing events

Reliability: With nominations, judging, ticketing and publications all integrated, there is greater accuracy and consistency

Client Testimonial

"Clockhouse Solutions really took the time to understand how our events operate and what we needed from a technology and digital transformation partner. Rather than recommending a one-size-fits-all solution, they guided us through a structured procurement process and helped us find the right development partner. The result is a bespoke system that has transformed how we manage nominations, judging and event delivery across our five flagship award programmes. The automation of ticketing, check-in and digital brochures has saved us countless hours and significantly improved the attendee and nominee experience. We now have a platform we can rely on, and Clockhouse's expertise was central to making that happen."

- Jo Thomas, Managing Director, Ford Sinclair

At a Glance

Industry: Events and awards

Scope: End-to-end event management system

Key Deliverables: Nominations, judging, ticketing, integrated websites, digital brochures

Outcome: Streamlined processes, reduced manual work, enhanced attendee, judging and nominee experience