

# NESHCO LAMPLIGHTER AWARDS PLATFORM INSTRUCTIONS.

## STEP 1

<https://lamplighter.awardsplatform.com/>

Register yourself if it is your first time to this site or log in if you have already registered.



# Lamplighter Awards

## STEP 2

The first time to this site you will see the rules and regulations information. You can click the link to collapse the window once you have read through. It should not fully open the next time you log in.



[Rules & Regulations](#) ▾

### DEADLINES AND COST/PAYMENT

**FINAL Deadline: Monday, February 13, 2017**

There will be NO deadline extensions in 2017!

*The competition will close on Monday, February 13 at 11:59 pm with no exceptions. All entries must be submitted after the deadline.*

#### Early Bird Deadline:

Monday, January 30 at 11:59 p.m. Members: \$85 Non-Members: \$115

#### Deadline:

Monday, February 6 at 11:59 p.m. Members: \$110 Non-Members: \$140

#### Final Deadline (with late fee):

Monday, February 13 at 11:59 p.m. Members: \$135 Non-Members: \$165

### ELIGIBILITY

The competition is open to all public relations and marketing professionals employed by New England healthcare institutions, health plans and agencies. Eligible entries must have been produced and/or completed – including measured results – between October 1, 2015 and January 31, 2017.

### DEADLINES AND COST/PAYMENT FINAL

Deadline: Monday, February 13, 2017.

There will be NO deadline extensions in 2017.

The competition will close on Monday, February 13 at 11:59 pm with no exceptions. All entries must be completed electronically through the NESHCo Lamplighters system by that time.

**Early Bird Deadline** Monday, January 30 at 11:59 p.m. Members: \$85 Non-Members: \$115

**Deadline** Monday, February 6 at 11:59 p.m. Members: \$110 Non-Members: \$140

**Final Deadline** Monday, February 13 at 11:59 p.m. Members: \$135 Non-Members: \$165

*Payment is expected at the time of entry. Online, secure credit card processing is available and you may pay for all your entries in one payment. NESHCo does accept checks and checks must be mailed with a copy of your invoice within two weeks of the deadline date. If checks are not received, it could result in disqualification. Please print your invoice at the completion of your entry processing.*

Entries become the property of NESHCo and will not be returned.

### Register

First name

Last name

Email

Password

Confirm password

Member Status

**MEMBER VS. NON-MEMBER** If you are an active member of NESHCo (dues paid to date) you qualify to pay the "member rate" for each entry submitted by you. Multiple people from the same organization may submit entries. HOWEVER, only actual MEMBERS can take advantage of the member rate.

NESHCo reserves the right to bill any Non-member who paid the member rate. If you are questioning your membership status, please contact us at 401-443-2361 or [abarney@NESHCo.org](mailto:abarney@NESHCo.org)

If you do not receive your confirmation email shortly after your submit. Check your spam folder.

I'm not a robot



Register

### Log in

Email or mobile

Password

Remember me

[Have you forgotten your password?](#)

Log in

## STEP 3

Once logged in and rules & regs window collapsed, this first page is where you will choose to start an entry. You will also see any already started/submitted entries and their status here.

**Click the Start entry button to begin.**

## STEP 4

You will see under the tabs, an **ENTRY INFO** link. Just like the rules & regulations link, if you click on it, a window will open up and show you info about this section (click on it again to collapse it.) You will see links like this on each tab. You cannot move forward through the tabs until you have entered all required info for each previous tab. Once you have info entered, you can go back and forth between tabs to edit as needed until you submit. Once you have submitted, you cannot edit the entry again.

Category is a drop down selection box. **Choose the category** for your entry.

Lampighter Awards

My entries

My entries > Start entry

All questions must be answered, unless marked optional.

Entry Entry Details Supporting Materials Team Contact Details

ENTRY INFO

Category

Entry name

Healthcare Organization

Save + next Cancel

\*Please note, some categories have multiple subcategories. Please be sure to click through the subcategories to submit to the award that best matches your submission. See an example below:

Category

Campaign Division

MARKETING

Image/Branding Marketing

Entry name

I confirm "Entry Name" field contains the name of the ENTRY, and is exactly how I want it to appear in the program and on awards.

Input your **Entry name** and the **Healthcare Organization** the entry is associated with in their appropriate boxes. *Please be consistent and use proper case and punctuation for all info you enter, as we will pull right from the system for the printing of awards and programs, etc.*

Entry name

Test

I confirm "Entry Name" field contains the name of the ENTRY, and is exactly how I want it to appear in the program and on awards.

Healthcare Organization

The Organization You Are Affiliated With

\*As of 2020, all entrants must be affiliated with a Healthcare Organization

Once you have chosen a category, you may see a new option appear. **Choose if your entry was produced in-house or by agency.** \*Please note, some categories have been combined and this will no longer be an option. If your category has this option you will see the following appear:

Healthcare Organization ⓘ

The Organization You Are Affiliated With

Produced IN-HOUSE or by an AGENCY? ⓘ

IN-HOUSE

AGENCY

To Continue Click

Save + next

*Your entry is now auto saved as you go along. You can leave and come back to it anytime until you SUBMIT.*

## STEP 5

You will be moved to the Entry Detail Tab.

Entry | **Entry Details** | Challenge Statement | Supporting Materials | Team | Contact Details

Summary of Entry 0 / 50 words

Insert your 50-word summary of your entry. This is what will be read in the script should your entry win a Gold Lamplighter.

Graphic Representation

Select file

Please submit ONE image that you would like to see on screen if your entry wins. THIS IMAGE MUST BE A JPEG or PNG. This graphic representation will not be judged.

Save + next | Save + close | Preview | **Submit entry**


You can copy & paste or type right into the box to **Insert a 50-word summary for your entry.** (This summary is what will be read in the script should your entry win a Gold Lamplighter.)

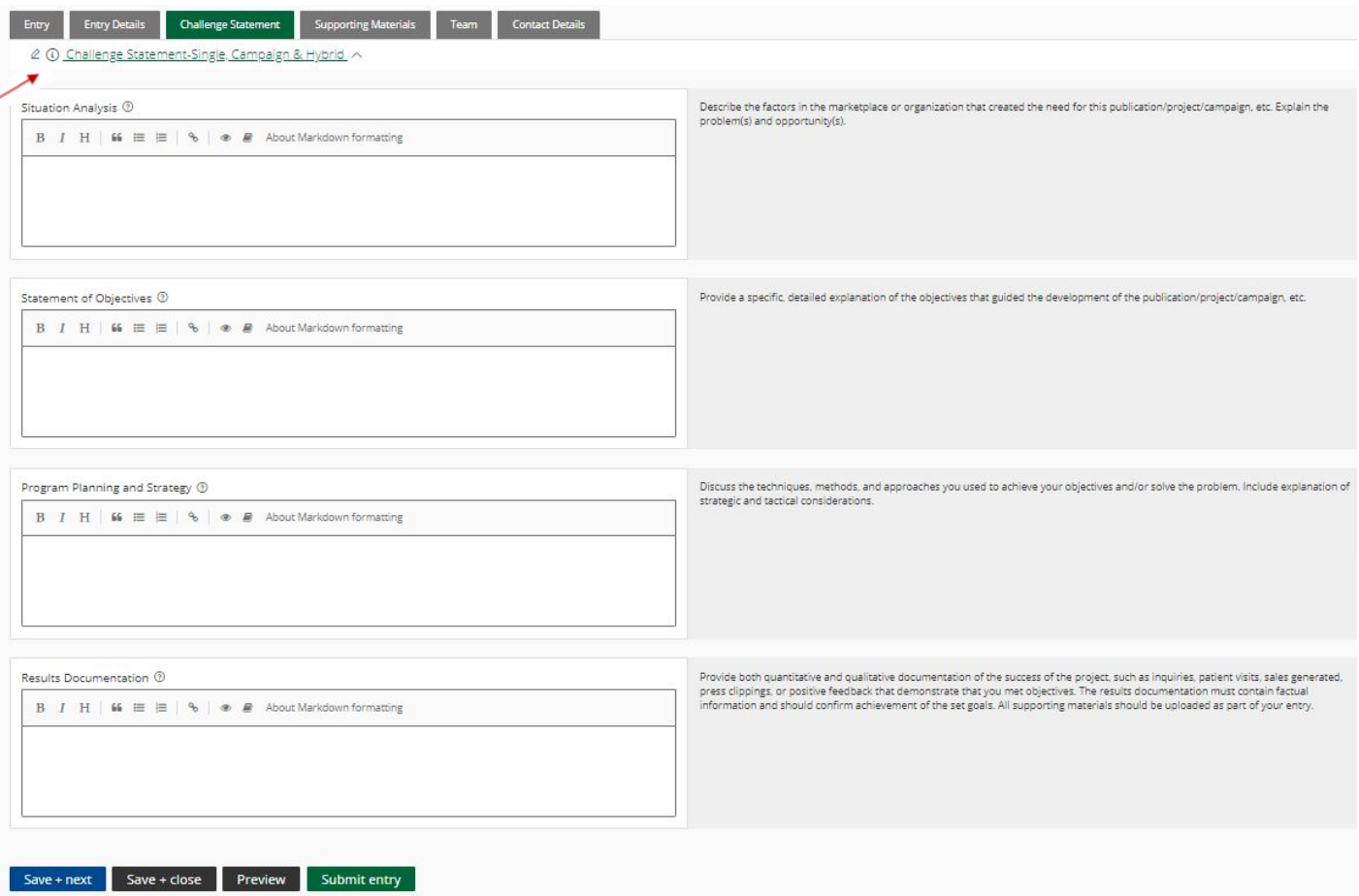
The Graphic Representation is where you will upload ONE image that you would like to see on screen if your entry wins. THIS IMAGE MUST BE A JPEG or PNG. This graphic representation will not be judged, but is a requirement.

To Continue Click

Save + next

## STEP 6

This tab is where you will copy & paste or type into the boxes your **challenge statement**. There are tips about each of the four sections on the right side in the gray boxes. You can also click on the  symbol at the top for more information.



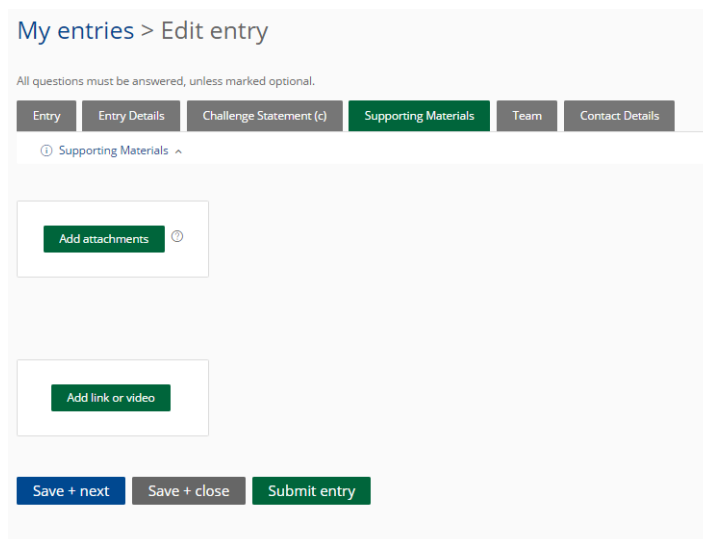
The screenshot shows the 'Challenge Statement' tab of a submission form. At the top, there are navigation tabs: 'Entry', 'Entry Details', 'Challenge Statement' (highlighted), 'Supporting Materials', 'Team', and 'Contact Details'. Below the tabs is a breadcrumb trail: 'Challenge Statement - Single Campaign & Hybrid'. A red arrow points to an information icon (i) next to the breadcrumb. The main content area is divided into four sections, each with a text editor on the left and a gray instruction box on the right:

- Situation Analysis**: Describe the factors in the marketplace or organization that created the need for this publication/project/campaign, etc. Explain the problem(s) and opportunity(s).
- Statement of Objectives**: Provide a specific, detailed explanation of the objectives that guided the development of the publication/project/campaign, etc.
- Program Planning and Strategy**: Discuss the techniques, methods, and approaches you used to achieve your objectives and/or solve the problem. Include explanation of strategic and tactical considerations.
- Results Documentation**: Provide both quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, sales generated, press clippings, or positive feedback that demonstrate that you met objectives. The results documentation must contain factual information and should confirm achievement of the set goals. All supporting materials should be uploaded as part of your entry.

At the bottom of the form are four action buttons: 'Save + next', 'Save + close', 'Preview', and 'Submit entry'.

## STEP 7

This is where you will include supporting materials. Using the green action buttons **upload attachments, links & videos** to support your entry. All large files should be submitted as a LIVE LINK to YouTube or your website for the judges to view. Please do not upload large files unless absolutely necessary. Links are preferred. You may provide live links to your electronic marketing. *Please be sure that your links will remain live until the end of June 2020.*



The screenshot shows the 'Supporting Materials' tab of a submission form. At the top, there are navigation tabs: 'Entry', 'Entry Details', 'Challenge Statement (c)', 'Supporting Materials' (highlighted), 'Team', and 'Contact Details'. Below the tabs is a breadcrumb trail: 'Supporting Materials'. The main content area contains two green action buttons: 'Add attachments' and 'Add link or video'. At the bottom of the form are three action buttons: 'Save + next', 'Save + close', and 'Submit entry'.

## STEP 8

This is where you add your team! You are encouraged to credit all members of the team or contributing organizations that contributed to this entry.

You will receive up to six additional certificates per entry in addition to the mounted award certificate that lists your agency/ organization at the award ceremony. *(If you need more than 6 certificates or copies, you will be billed for them.)*

*\*Please be sure to spell names correctly and get titles correct. People hate it when their names are misspelled, especially if it appears on an award certificate!*

My entries > Edit entry

All questions must be answered, unless marked optional.

Entry Entry Details Challenge Statement (c) Supporting Materials **Team** Contact Details

Team information ^

Add contributor

Save + next Save + close Submit entry

## STEP 9

This last tab is where we would like you to enter the primary contact for the entry. Please **enter the individual who is can be contacted if assistance is needed with this entry.**

My entries > Edit entry

All questions must be answered, unless marked optional.

Entry Entry Details Challenge Statement (c) Supporting Materials Team **Contact Details**

Primary Contact Please enter the individual who is responsible if assistance is needed with this entry.

Primary Contact Title

Primary Contact Organization

Primary Contact Address

Primary Contact Phone Please include area code using this format: 000-000-0000

Primary Contact Email

Save + next Save + close Submit entry

Click **Submit entry** *ONLY if you are SURE you are done! You cannot edit once you click submit!*

Click **Save + next** *to be brought back to the beginning to review your entry.*

Questions? Contact NESHCo at [admin@neshco.org](mailto:admin@neshco.org) or 978-250-9847.