



Information About Entering: Best Use of Video for Learning Category

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Introduction

The Best Use of Video for Learning category is for written descriptions of a workplace learning program that includes video content on learners' computers or mobile devices.

The Best Use of Video category is for user (client) organizations. Helping organizations, such as vendors, providers, and consultants, may enter jointly with a user (client) organization. Helping organizations may not enter alone.

The entry deadline is **March 21, 2008**.

Finalists will be notified in **June 2008** and winners will be announced in **September 23, 2008**, at the **2008 Innovations in Learning Conference**.

There are five steps to entering. Please see below.



STEP 1



Decide whether you would like to enter this category.

What do you enter?

- You enter a **written description** of your use of video for learning.
- The judges do **not** visit or interact with you.

What are the judging criteria?

The judging criteria for the Best Use of Mobile Learning category are the following. The entry will be rated on a **scale of 1-10** on each of these criteria by four judges.

- **Fit to the Needs.** How well does video fit the learning needs and situation?
- **Design of the Video Learning.** How well does this use of video support the learning objectives?
- **Measurable Benefits.** How well does this use of video for learning produce measurable benefits and outcomes?
- **Overall.** Overall, how effective is this use of video for learning?

Who judges the entries?

- The Awards judges are **volunteers** from around the world, including independent instructional designers, professors, and training professionals in associations, government, military, nonprofits, and corporations.
- **Four judges** are randomly assigned to each entry. We do not allow entrants to screen their judges or know who they are.
- All judges sign a **Non-Disclosure Agreement**.
- Judges are asked if a **conflict of interest** exists when they are sent an entry.

Does Brandon Hall Research publish your entry?

- Brandon Hall Research may publish your **entry but only if you give permission**.
- If you do not want Brandon Hall Research to publish your entry, do not click **Yes** under Permission to Publish on the online entry form.



How does Brandon Hall Research publicize the winners?

- Brandon Hall Research **posts** the names of the winners on its web site and issues a press release.



STEP 2



Decide whether your entry fits this category.

Who can enter?

- The Best Use of Video for Learning category is for **user (client) organizations**.
- **Helping organizations**, such as vendors, providers, and consultants, may **enter jointly** with a client organization.
- If a joint entry wins, each of the jointly-entering companies will receive one plaque. The information on the plaques will be identical.

What type of learning program is accepted in this category?

- Your learning program should include learning program that includes **video content on learners' computers or mobile devices**.
- **Workplace learning** means learning for the employees, customers, or suppliers of a corporate, government, military, or nonprofit organization. (Educational and academic learning and learning designed for a public-consumer audience, such as public-service training, are not accepted in this Awards program.)



STEP 3



Prepare the entry material you will submit.

What entry material do you submit in this category?

In the Best Use of Video for Learning category, you submit:

- a Word document describing your use of video for learning, and
- a screen capture of your use of video.

What is the Word document?

- You must type your description of your use of games for learning in this category's Microsoft Word form. Download the template at http://www.brandon-hall.com/awards/entrytemplates/BrandonHallAwards2008_BestVideo_entrytemplate12-14-07.doc.
- All entries must be in English.

What is the screen capture?

- The screen capture is included in a PowerPoint presentation if your entry is a winner.
- The screen capture may also be included in a Brandon Hall Research publication if you give permission to do so in the online entry form.

How do you make a screen capture?

To make a screen capture:

1. Select any interesting screen in your game.
2. On a PC, press the Print Screen key on your keyboard.
3. Open an image-editing program, such as Paint, and paste the image.
4. Use the crop tool to crop as desired.
5. Save the image in .gif or .jpg format.



STEP 4



Complete the online application form, pay the entry fee, and submit your entry.

How do you enter?

- Complete the online entry form under the Awards tab at <http://www.brandon-hall.com>.
- In the online entry form you will be asked for contact information of two contact people. It is **extremely important** to provide e-mail addresses that will be functional throughout 2008 and that will accept e-mail from Brandon Hall Research.
- The online entry form takes you to our online store where you can pay the entry fee by credit card. You will also see other payment options.

What is the entry fee?

- The entry fee is \$545 US. The entry fee is not refundable.
- The Awards program does not provide any discounts to entry fees.

Where do you send the Word document and screen capture?

- You e-mail your Word document and screen capture to BestUseofVideo@brandon-hall.com. Please do not send inquiries to this email address. Inquiries should be submitted at <http://fig.forest.net/brandonhall/FMPro?-DB=webforms.fp5&-Format=Web/Contact/contact.htm&-View>.
- If your Word document file is too big to e-mail, you can use a file-transfer utility such as PipeBytes <http://www.pipebytes.com/> or Megaupload <http://www.megaupload.com/>.
- If you wish to combine your Word document and screen capture into a single zip file, you may (although this is not required).



STEP 5



Maintain communication links to the Awards program throughout the process.

How does the Awards program contact you?

- The Awards program contacts the contact persons named in the online entry form by e-mail.

What do you do if you have a question?

- Contact us at <http://fig.forest.net/brandonhall/FMPro?-DB=webforms.fp5&-Format=Web/Contact/contact.htm&-View>.

How are the winners determined?

- The ratings by each entry's four judges are added together, and the entries are ranked by total score.
- The Brandon Hall Awards staff reviews the rankings, scoring, and written comments to ensure that the judging was conducted appropriately.
- The staff then makes final determinations of gold, silver, and bronze medalists.

What are your chances of winning?

- The top 16% of the entrants in this category are awarded medals, divided among gold, silver, and bronze.

When do you hear if you won?

- Entrants will be notified that they are "finalists" or "nonfinalists" in June 2008.
- "Finalist" means that you will win a medal (either gold, silver, or bronze), but you won't know which level of medal until the winners are announced at the Awards ceremony.
- "Nonfinalist" means that you won't win a medal.

Do you get feedback about your entry?

- Yes. All entrants, both finalists and nonfinalists, will receive the judges' written comments about their entries in October 2008.



When and where is the Awards ceremony?

- The Awards ceremony is at the 2008 Innovations in Learning Conference, which will be held September 22 – 24, 2008.

What do the winners win?

- Each entering organization of a winning entry receives a plaque. (For example, if two companies jointly submit an entry and it wins, each of the two companies will receive a plaque, with the same information on each.) The names of the entering organization(s), as well as the title of the entry, go on the plaque. (If you are a winner, we will double-check this information with you before the plaques are produced.)
- Each winner also receives a digital medal logo which can be used on the winner's web site and in print. (There is no additional fee to use the medal logo.)

Can you order additional plaques if we win?

- No. We provide only one plaque per entering organization and additional plaques cannot be ordered.

Can the winners send out a press release?

- Yes. All winners will be provided with press release information and guidelines when winners are announced.