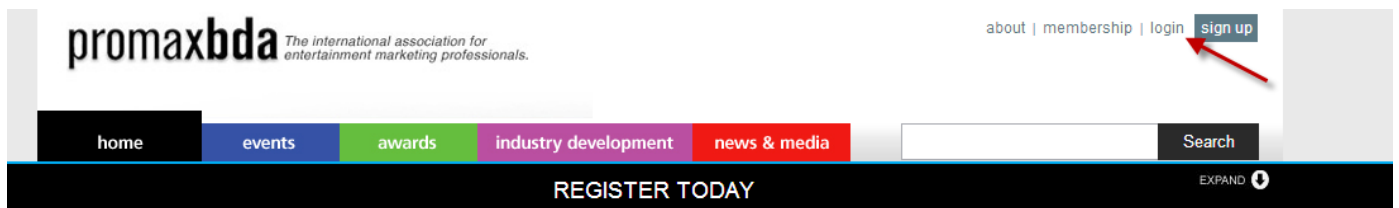


## HOW TO SUBMIT AN ENTRY

### BEFORE YOU BEGIN:

- In order to access the Awards Online Entry System you will need to have a profile set up on our website.
- A PromaxBDA membership is not required to create a profile.
- If you do not have a profile already established, simply go to [www.promaxbda.org](http://www.promaxbda.org) and click **login**



- You may then Create a profile (non-member)

A screenshot of the PromaxBDA login and sign up form. The form is titled 'Login' and is split into two columns. The left column is for 'LOGIN' and contains fields for 'Username:' and 'Password:', a 'Remember Me' checkbox, and a 'Login' button. The right column is for 'SIGN UP' and contains a message: 'If you have not created an account with PromaxBDA already, you need to sign up in order to access certain sections of the website (e.g. awards, events, registration and hotspot submission, etc.)' and a 'Sign Up >' button with a red arrow pointing to it.

### GETTING STARTED...

- To access our Awards Online Entry System, please go to our website:

[www.promaxbda.org](http://www.promaxbda.org)

- Log in to the system using your **USER NAME** and **PASSWORD**

## Login

User Name:

Password:

Remember Me

*Note: Remember Me is cleared if you click the sign out link at the top right of the page.*

Login

[Forgot Login?](#)

- Once logged in, please proceed to the **INDUSTRY DEVELOPMENT** tab, click on **STUDENTS**, then click on the **OPPORTUNITIES** tab

The screenshot shows the PromaxBDA website. At the top left is the logo "promaxbda" with the tagline "The international association for entertainment marketing professionals." To the right are links for "about", "membership", "login", and "sign up". Below the logo is a navigation bar with tabs for "home", "events", "awards", "industry development", and "news & media". A search bar is located to the right of the navigation bar. The main content area is titled "industry development" and contains a paragraph about the organization's goal to build a stronger industry through mentorship and workforce development. Below this is a list of strategic priorities, including fostering a stronger connection with the industry and academic community. To the right of the text is a vertical menu with options: "overview", "educators", "professionals/executives", "students", "career center", and "association news". A red arrow points to the "students" option in this menu. Below the text is a small image of a woman looking through a magnifying glass.

## industry development / students

PromaxBDA offers a wide range of opportunities for students designed to help them make the successful transition into the media and entertainment marketing industry. Our strategy is to expose students to relevant and engaging experiences that complement their education and training. PromaxBDA offers a suite of programs including student competitions, industry-wide internship programs, mentorship and workforce development training. With an academic membership, students also gain direct access to industry executives through Student Portfolio Night, discounted conference registrations and invitations to industry networking events.

promo pathway

opportunities

internship

opportunities

- overview
- educators
- professionals/executives
- students
- career center
- association news

**For questions or how to get involved please contact:**

- Click on the **2012 PromaxBDA Student Story Challenge**, which will take you directly to the Entries Dashboard page.

## ENTRIES DASHBOARD

1. Your entries dashboard will allow you the opportunity to choose the competition you wish to submit to.

The screenshot shows the PromaxBDA website's navigation bar with the following links: home, events, awards, industry development, and news & media. Below the navigation bar is the "Entries Dashboard" section. On the left, there is a user profile summary for "Miracle McClain" with a link to "update my profile". The membership is listed as "Member" with an expiration date of "12/31/2013". The "Competition" dropdown menu is open, showing a list of options: "2013 PromaxBDA Student Story Challenge" (highlighted with a blue background and a red arrow), "2013 PromaxBDA Europe Awards", "2012 SMMA JUST CAUSE SUBMISSIONS", and "2012 Sports Media Marketing Awards". On the right, there is a "Filter Entries By" section with input fields for "Company:", "Category:", and "Title:", and a "Filter" button.

2. Once you have selected the competition of your choice you will be given the option to add an entry.

## Entries Dashboard

[+ Add Entry](#)

The screenshot shows the "Entries Dashboard" page with the "Competition" dropdown menu set to "2013 PromaxBDA Student Story Challenge". A red arrow points to a green "+ Add Entry" button. Below the dashboard, a message box displays the text: "No entries found for selected competition."

## SUBMITTING YOUR ENTRIES

### STEP 1 - ENTRY DETAILS

1. Choose your category
2. Enter the title of your Entry
3. **Disregard the Marketing objective section.** Upload a separate PDF with your written brand objective.
4. Enter the credited company name/ Student Name(s)
5. Click NEXT

Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
-------------------------	-------------------	------------------------	-------------------	------------------------

View a complete list of Categories and descriptions [Back to Dashboard](#) [Next](#)

**Entry Details**

Competition: 2013 PromaxBDA Student Story Challenge

\* Category: 1 - PromaxBDA Student Story Challenge

Category Description: Single entry submission. Video uploads must present a creative personal video. PDF Uploads must present a written brand objective. Maximum video upload length (:90).

\* Entry Title:

\* Marketing Objective / Creative Strategy: When completing the Online Entry, in **1000 characters or less** (characters, not words,) please indicate the purpose of the project, the creative brief, and its intended audience and result. **A Marketing Objective is not a description of the piece.** It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.) what was the objective, was it successful, etc.

**Disregard this marketing objective/ creative strategy section. Upload PDF written brand objective.**

You have 1000 characters remaining...

Credited Company:  (N/A for Student Competition)

\* Media Type: ---Select---

[Back to Dashboard](#) [Next](#)

### Video Upload

When you choose to submit your work by video upload you will be taken to a screen that will allow you to:

- Browse for your video
- Enter the title of your video
- Upload your video

## Upload Video

**!** Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1  
Videos Uploaded: 0

Current Upload Video Description:  
[Cancel](#)



Select a Video \*     
Title \*    
  

## Upload Successful

Once your video has been uploaded successfully you may **SAVE AND CONTINUE**

<b>Step 1</b> Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
--------------------------------	-------------------	------------------------	-------------------	------------------------

## Upload Video

**!** Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1  
Videos Uploaded: **1**

Current Upload Video Description:

**Video uploaded successfully!**

[Save & Continue](#) 

## STEP 2 – ADDING CREDIT(S)

**\*Please note:** This is not required for the student competitions but the system will not let you proceed without adding at least 1 credit. You may enter default student information to satisfy the system requirement and move on to the next step

- Please click NEXT when done

Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
-------------------------	-------------------	------------------------	-------------------	------------------------

**Credits**

[Add Credits Later](#)   [Back to Dashboard](#)   [Next →](#)

Credits may be added at any time while the competition is open. If you would like to add Credits for this entry at another time you can do so by clicking on the "Add Credits Later" link.

**⚠ Important:** You must add at least one credit in order to pay for your entries. You will be able to change your credits after payment, as long as the competition is open. Please include information in every box of the credit line. You may use "N/A" when a credit is not applicable (such as a first and last name when you are crediting an Agency.) All incomplete credit lines will be ignored while saving your credits.

\* At least one credit is required in order to pay for your entries

Order	Company	Title	First Name	Last Name
1	John	Agency	John	John
--#--		--Select--		
--#--		--Select--		
--#--		--Select--		

## STEP 3 – REVIEW YOUR ENTRY INFORMATION

- Here you may review your entry detail and click NEXT when completed


## STEP 4 – PAYMENT

**\*Please note:** There is no charge to submit entries into a student competition


Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	<b>Step 4 Payment</b>	Step 5 Confirmation
-------------------------	-------------------	------------------------	---------------------------	------------------------

If you would like to pay at a later time click the **Back to Dashboard** button below.

To pay for the item(s) listed below click **Continue to Payment** button at the bottom right of the page. Once payment has been processed for an entry you will not be able to modify any entered information except Marketing Objective and Credits.


 **Important: Make sure to verify your order again on the next page before submitting payment!**

Entry ID	Title	
32372	Test Entry	✓



- Next you will be taken to a “shopping cart”. Please click on **CONTINUE TO PAYMENT**

Global shopping cart						
Bill To			Ship To <a href="#">Edit Shipping Address</a>			
Stacy La Cotera PromaxBDA <a href="mailto:stacy@promaxbda.org">stacy@promaxbda.org</a> 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States			Stacy La Cotera 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States Ship To Attention: Stacy D La Cotera Ship To Company: PromaxBDA			
Remove	Type	Description	Qty	Unit Price	Line Total	
<input type="checkbox"/>	SALES	2011 MI6 Making The Cut - Single Entry 32372	1	\$0.00	\$0.00	
					<b>\$0.00</b>	
<a href="#">Select Shipping Options</a>			Shipping(SHIP-HAND-INTL):		\$0.00	
					Total before tax:	\$0.00
					Estimated tax:	\$0.00
					<b>Order Total:</b>	<b>\$0.00</b>
Currency						
Select Currency			US Dollar			
Discounts						
Type			Coupons			
Code			<input type="text"/> <input type="button" value="Add discount"/>			
<input type="button" value="Update cart"/> <input type="button" value="Print"/>			<input type="button" value="Continue to payment"/>			



- You will then be taken to a confirmation page. This is your confirmation that your entry has been successfully entered. You may click DONE to exit.

Purchase | Confirmation 

PLEASE CAREFULLY READ THE INSTRUCTIONS BELOW				
Your Order is not complete until we receive your payment.				
Order Number: <b>INV-21213-Q2KTW6</b>				
Please print out a copy of this form and follow the instructions below				
Purchase Information				
Date of Purchase: <b>Mar 25 2011 7:45PM</b>				
<b>Stacy La Cotera</b>				
Credit Card Number (Last four digits):				
Invoice Number: <b>INV-21213-Q2KTW6</b>				
<b>Bill To Address</b>		<b>Ship To Address</b>		
Stacy La Cotera		Stacy La Cotera		
PromaxBDA		1522e Cloverfield Blvd.		
<a href="mailto:stacy@promaxbda.org">stacy@promaxbda.org</a>		Santa Monica, CA 90404		
1522e Cloverfield Blvd.		United States		
Santa Monica, CA 90404		Stacy D La Cotera		
United States		PromaxBDA		
<b>Contact Number:</b> 56570				
Detail				
Type	Description	Quantity	Unit Price	Line Total
Sales Non Inventory	2011 MI6 Making The Cut - Single Entry 32372	1	\$ 0.00	\$ 0.00
			Shipping: (SHIP-HAND-INTL):	\$ 0.00
			Tax:	\$ 0.00
			Total:	\$ 0.00
			Paid Amount:	\$ 0.00
			Balance:	\$ 0.00
				Ok
				Print