

Lantern Awards of Texas “Tips for Success”

BMA Houston is the only leading professional association dedicated to connecting B2B marketers with new ideas, knowledge and people. We are proud to recognize the finest in B2B marketing every year.

Below are a few tips to help you prepare the best possible entry for this year’s Lantern Awards.

A. Components of a Successful Entry Keep in mind that the four components of judging are weighed evenly, with each of these factors accounting for 25% of the possible points. Your entry should address each of them!

1. Target Audience
2. Name/Description of Featured Product/Service
3. Statement of Purpose/Strategy
4. Method of Research and Results (important!)

B. Common Entry Errors Our online entry process will take you step by step through the requirements for a successful entry and avoid some of the pitfalls common when we had paper submissions. However, be sure to avoid these common entry errors:

- No results given. There are many ways to “measure” success. What was your objective when you started the campaign or project? Be sure to reflect on those in your submission.
- Entering a campaign or project that is Business-to-Consumer (B2C). Please note the RULES and reference the FAQs for tips on acceptable entries. Even consumer agencies and companies may have qualifying entries.
- Incomplete entries. You may revisit your entries at any time from the kickoff (August 15) to the extended deadline of October 7. But don’t forget to complete them.
- Missed deadlines. Online entry forms should be completed by September 30, 2010. For an extra fee, you can extend that deadline to October 7, 2010.

C. Helpful Hints

- The online entry process is SIMPLE, but be sure to follow the rules.
- Make sure that any attachments or links submitted can be opened by the judges– include log in details and passwords when necessary.
- Be sure to address all four components in your narrative.
- Check that your file can be uploaded for the necessary categories. File size limitations are listed on the Entry Submission Form where appropriate.
- Remember your audience: how would you explain your entry to a stranger in two minutes or less? Focus on the key components of the campaign with a succinct narrative.
- Proofread, proofread, proofread! Although there are no points deducted for spelling errors, our judges are industry professionals who expect your entries to reflect the very best B2B work in Texas.
- **Ask for help!** If you run into an issue with your entry or the Lantern Awards site, contact the Lantern Awards Committee.

Participants may have their entries displayed the night of the Lantern Awards Gala. This is an opportunity for you to *shine* and to experience the very best in business-to-business marketing!

GOOD LUCK!

BMA Houston