



We are asking your organization to create a (music) video to show during the HealthCare Service Excellence Conference, February 6th - 8th, 2017 in Long Beach, CA. This needs to showcase your facility, your team spirit, and your Service Excellence Experience. This activity requires lots of creativity so start those creative juices flowing!

Think outside the box on how to incorporate the Criteria items listed below, they just have to 'appear' somewhere noticeable. Remember, the key word in this project is Creativity!

All of the videos will be showcased during the Conference where the audience will have the opportunity to vote for their favorite!

To view previous years videos, go to:
www.youtube.com/user/HCSEC

We look forward to seeing your fabulous video!!

Please submit videos online at
www.HCSECawards.com or mail to
 200, 2133 Kensington Rd. NW,
 Calgary, AB, Canada T2N 3R8

**mail must be received by the deadline*



Criteria & Guidelines

- Must represent your organization and Service Excellence.
- Must be 3 minutes **or less** in length.
- You may use any music you choose
- Deadline – finished video to us is Dec. 18, 2016. (Sorry, no extensions)
- .wmv File format preferred
- **2016 Criteria**
 (your video must include the following person, symbol and word):
 - ✓ **Person:** Implementation Specialist
 - ✓ **Symbol:** A lightbulb
 - ✓ **Word:** Leadership
 - ✓ **Bonus Item:** Your Hospital Superhero
 (with identifier: symbol, cape, script)