



'Driving Force' Video or Narrative Criteria and Guidelines

ICAHN hospitals are invited to showcase their departments, their team spirit, and their service excellence in a music video or short narrative (with pictures) of their own creation.

An .mp4 or .wmv file format is preferred for the video. A one-page, double-spaced narrative with accompanying pictures is preferred for the short narrative.

Deadline is Friday, April 22nd.

CRITERIA AND GUIDELINES

Must represent your organization, service excellence, and engagement to one's hospital team, one's patients, or one's community

Must be between 1 and 3 minutes in length for the video
-or-
a one-page, double-spaced narrative with accompanying photos

You may use any music you choose for the video
(an accompanying PowerPoint is recommended for the narrative presentations)

Your video or narrative/PowerPoint must include the following components:
your hospital's CEO, your hospital's logo, and the words 'Driving Force'
(It will be considered a bonus to incorporate hospital or community events in your submission that promote health and wellness)

You must submit a signed release form for ICAHN's use of your video or photos. Contact Stephanie Cartwright at scartwright@icahn.org to obtain the release or visit www.vendorfair.events.icahn.org. You can fax the signed release to (815) 875-2990 or mail it to: ICAHN, 'Driving Force' Video or Narrative Contest, 245 Backbone Road East, Princeton, IL 61356.

VIDEO OR NARRATIVE SUBMISSION DEADLINE:

Friday, April 22nd

Visit www.icahn.org to submit online. For questions, contact Stephanie Cartwright, ICAHN Communications and Media Specialist, at (815) 875-2999 or scartwright@icahn.org.