

PLEXUS

Design Team
H2 Review



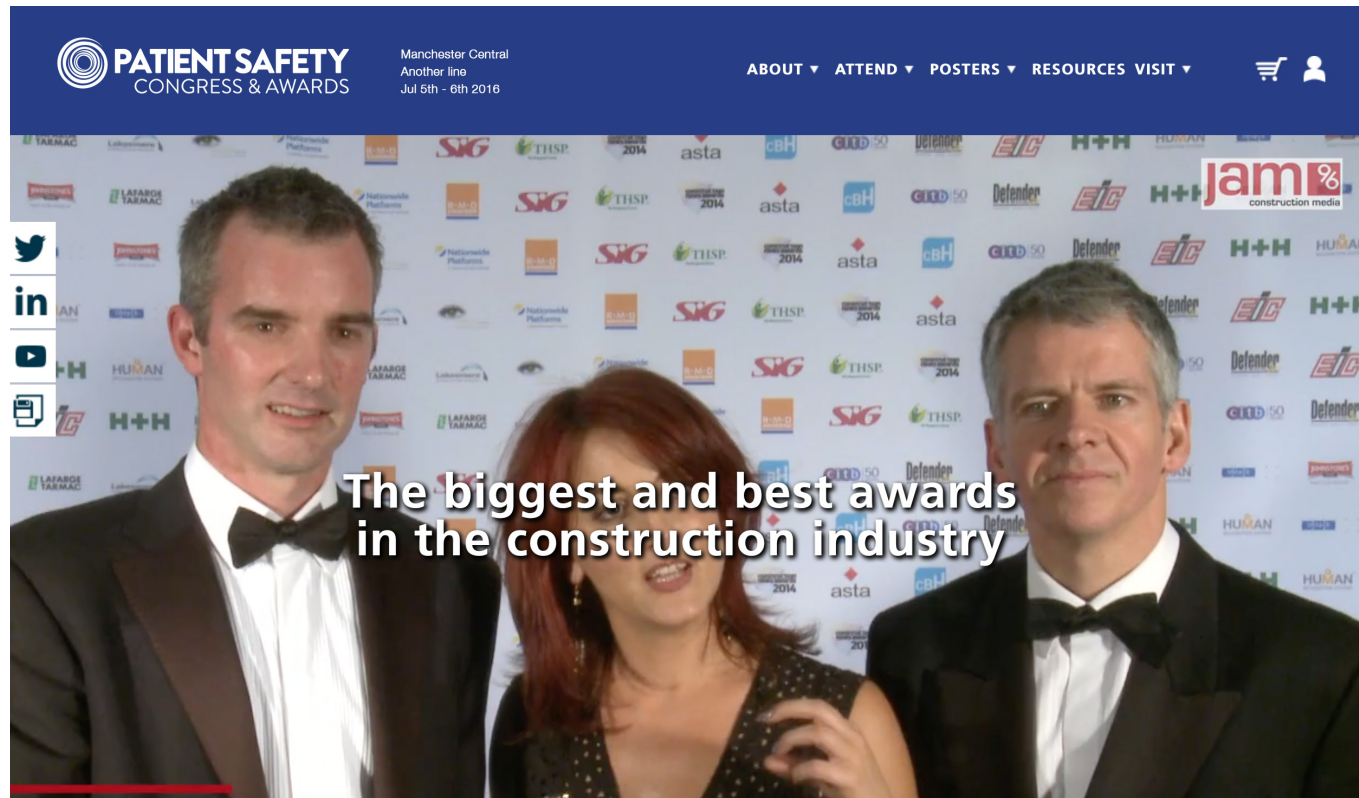
Q3

1. Identify and redesign an events1 website
2. Create a process of testing across microsites and digital ads
3. Design the new Solutions sign-in/sign-up marketing microsite
4. Create an interactive pdf template for downloadable brochures

1. Identify and redesign an events1 website

KR1: Design 2 versions: 1.Longform 2.Pages

Adjusted to design of the front page - Complete

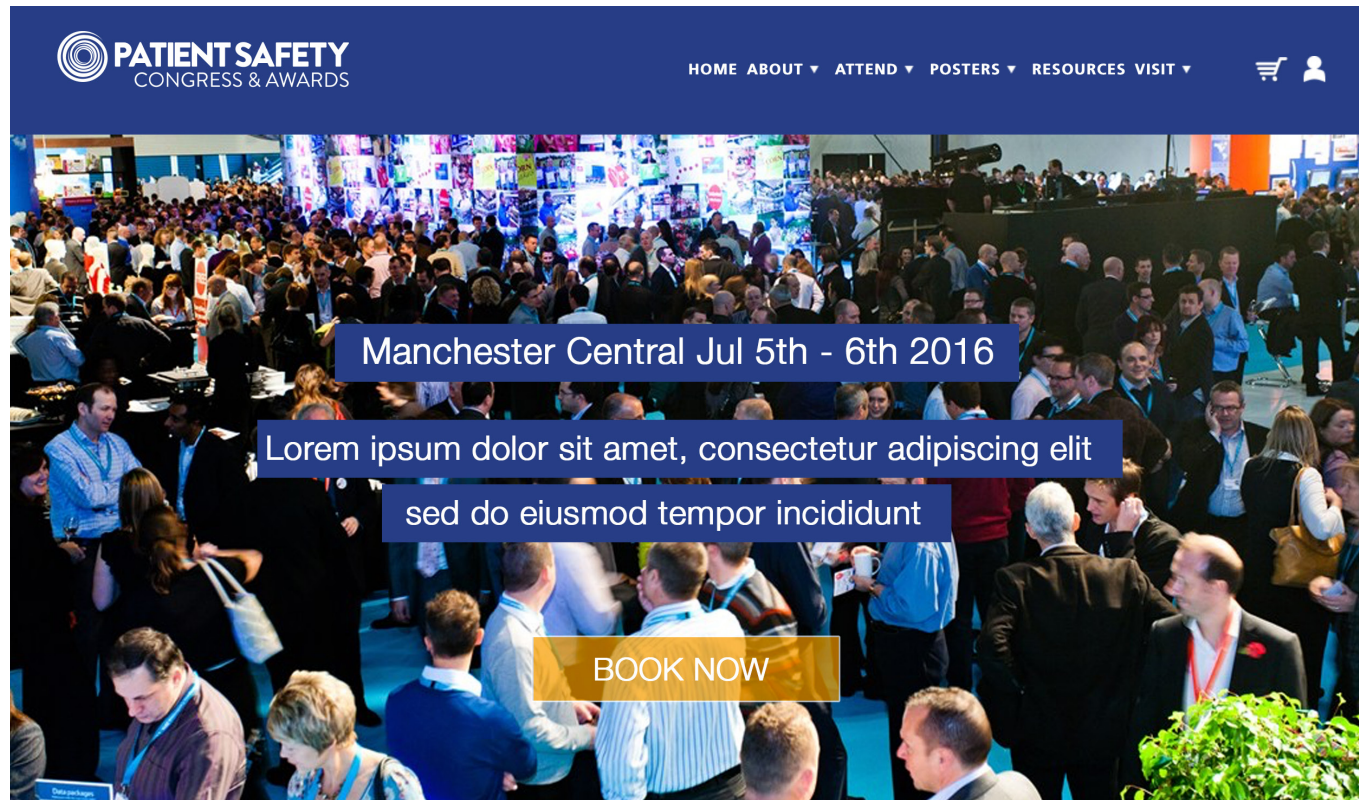


- Logo rules
- Placement of menu items
- Nav bar design including placement of address & date
- Full screen image

1. Identify and redesign an events1 website

KR2: Video options

- Complete

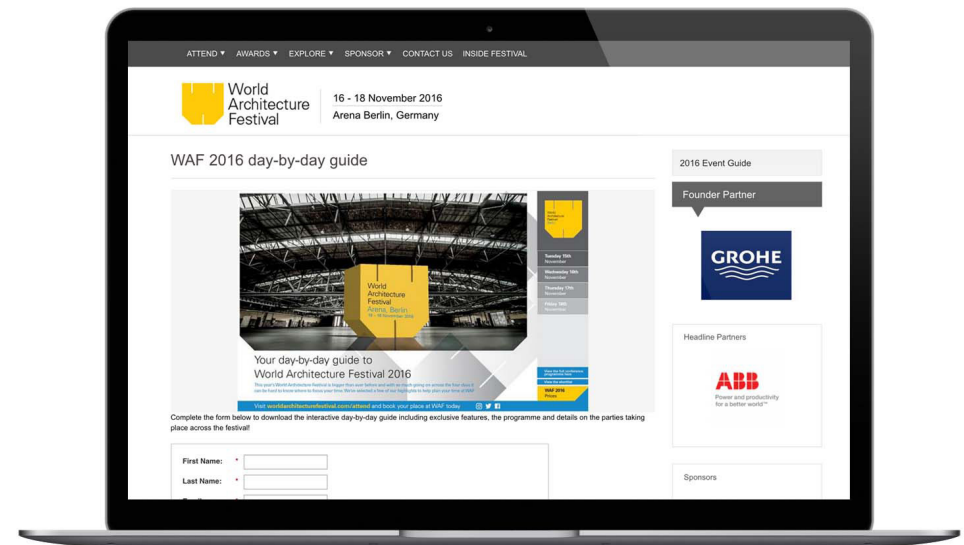
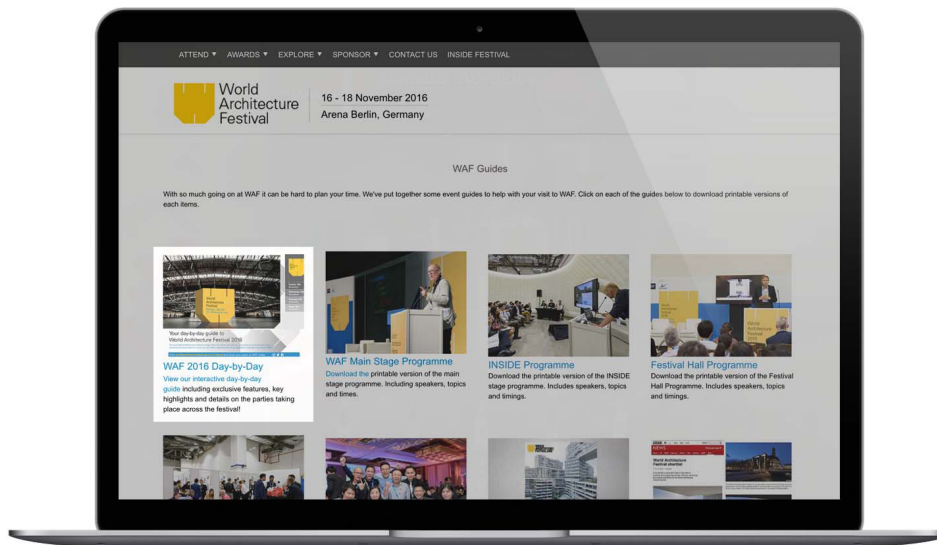


- Full screen video option
- Overlay event details
- Link button placement

1. Identify and redesign an events1 website

KR2: Downloadable pdf implemented

- Complete



VIEW DOWNLOAD PAGE



WAF's move to Berlin was enhanced by a striking and effective refresh of the Festival's branding.

Paul Finch

Programme Director

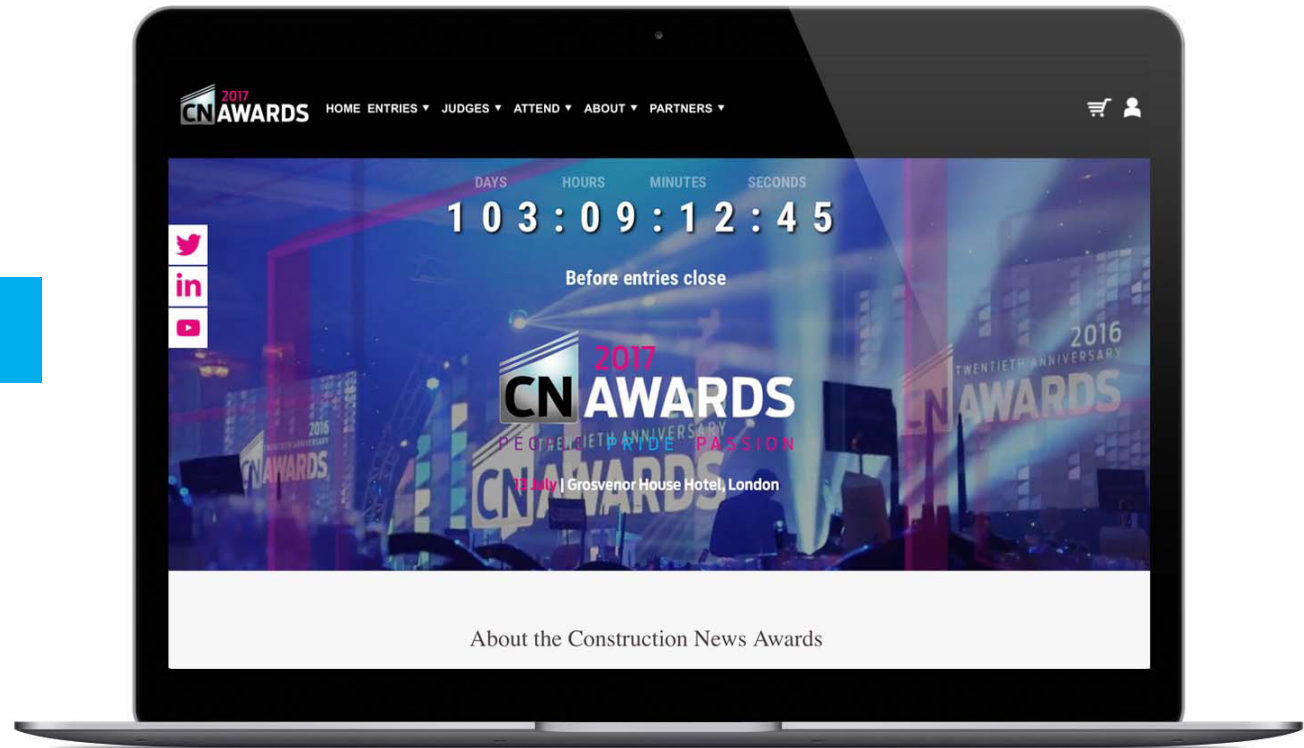
World Architecture Festival

1. Identify and redesign an events1 website

KR3: Staging version in build

- Complete

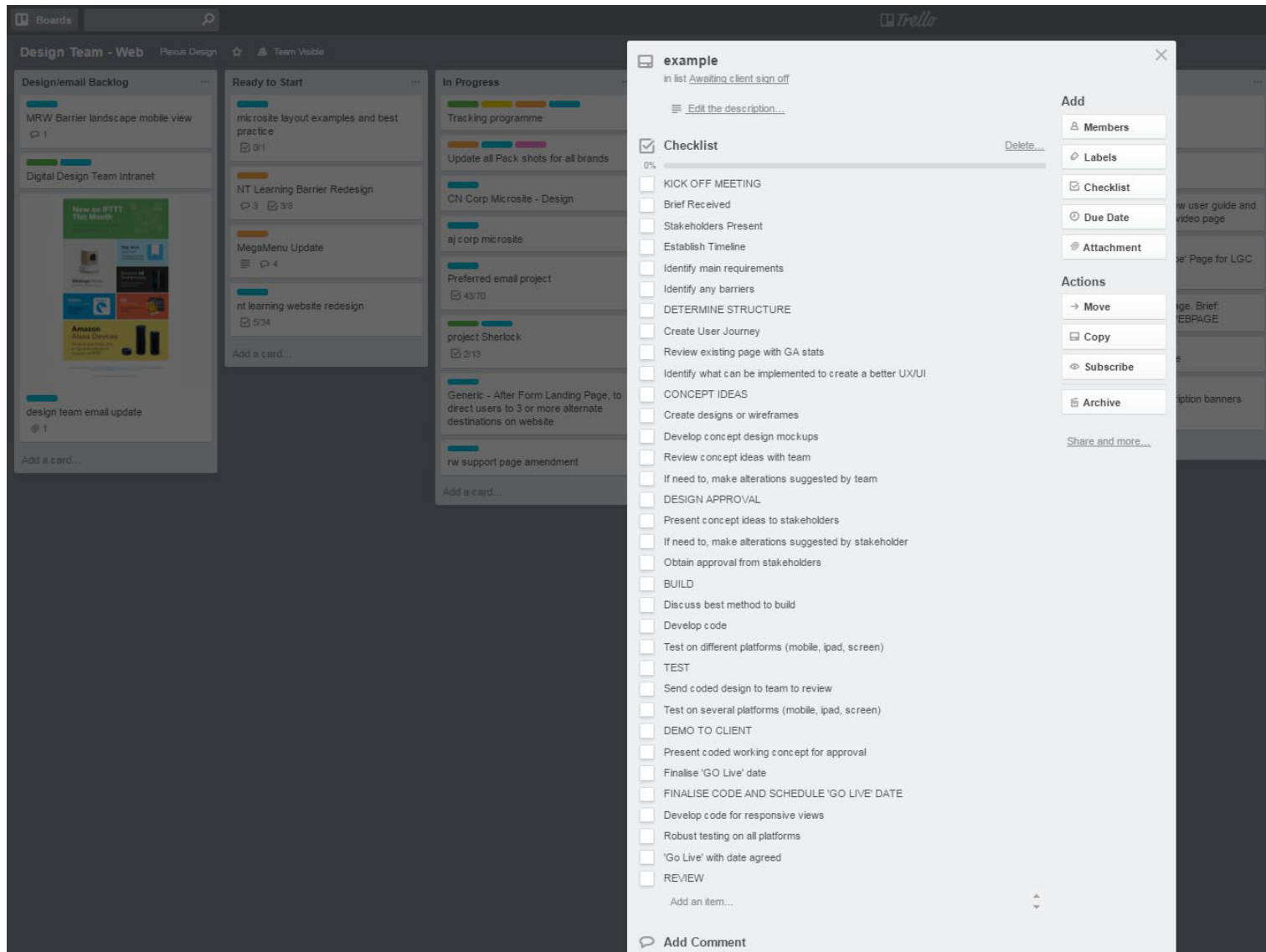
[VIEW LIVE VERSION](#)



2. Create a process of testing across microsites and digital ads

KR1: Microsites - Testers identified, process defined

- Complete (Trello process for microsites added)



2. Create a process of testing across microsites and digital ads

KR1: Microsites - Testers identified, process defined

- Complete

Project Sherlock -NT

Create site map of customer journey

Simplify if possible

Update design

KR2: Digital ads - Testers identified, process defined and agreed with ad ops

- In progress

KR3: Pricing funnel design options

- Complete

1-9 USERS	HSJ MEMBERSHIP	HSJ INTELLIGENCE
from £62.49	from £62.49	from £62.49
Sector specific newsletters	Sector specific newsletters	Sector specific newsletters
HSJ Expert Briefings	HSJ Expert Briefings	HSJ Expert Briefings
Simple checkout process	Simple checkout process	Simple checkout process
Volume discounts available	Volume discounts available	Volume discounts available
Full access to the app	Full access to the app	Full access to the app
SUBSCRIBE	On-going customer support	ENQUIRE
	Onsite/offsite training sessions	
	Usage reporting	
	A dedicated account manager	
	User awareness campaigns	
	ENQUIRE	

1-9 USERS
from £62.49
SUBSCRIBE
HSJ MEMBERSHIP
from £62.49
ENQUIRE
HSJ INTELLIGENCE
from £62.49
ENQUIRE


1-9 USERS	HSJ MEMBERSHIP	HSJ INTELLIGENCE
from £62.49	from £62.49	from £62.49
SUBSCRIBE	ENQUIRE	ENQUIRE
Package includes:	Package includes:	Package includes:
<ul style="list-style-type: none"> Sector specific newsletters HSJ Expert Briefings Simple checkout process Volume discounts available Full access to the app 	<ul style="list-style-type: none"> Sector specific newsletters HSJ Expert Briefings Simple checkout process Volume discounts available Full access to the app On-going customer support Onsite/offsite training sessions Usage reporting A dedicated account manager User awareness campaigns 	<ul style="list-style-type: none"> Sector specific newsletters HSJ Expert Briefings Simple checkout process Volume discounts available Full access to the app
SUBSCRIBE	ENQUIRE	ENQUIRE

1-9 USERS
from £62.49
SUBSCRIBE
HSJ MEMBERSHIP
from £62.49
ENQUIRE
HSJ INTELLIGENCE
from £62.49
ENQUIRE

3. Design the new Solutions sign-in/sign-up marketing microsite.

KR1: Complete build by 25th July

- Completed August



HSJ solutions

Existing HSJ Solutions subscriber? [SIGN IN](#) | To find out more about HSJ Membership [CLICK HERE](#)

Welcome back

The definitive best practice resource for improving care and efficiency

[REQUEST A DEMO](#)

HSJ Solutions is a unique database of all the shortlisted and winning entries from carefully selected categories within the last three years of the HSJ Awards, HSJ Value Awards, Patient Safety Awards, Nursing Times Awards and Local Government Chronicle Awards. We update the database monthly with over 50 case studies each time. The entries have been validated by our editorial team and uploaded in a searchable database.

With HSJ Solutions...

- Find tried and tested solutions to service delivery problems
- Informed investment decisions on procurement, technology and services
- Optimise your workforce
- Feel confident about rationalising services or changing processes
- Present your board case with sufficient evidence

Clearly structured titles

Rapid assessment of case study objective and impact

Project organisation highlighted

Detailed case studies with supporting notes

Ability to discuss with others

Clear categorisation

Ability to contact key people involved

HSJ Solutions is...

HSJ Solutions is...

- A powerful search tool to quickly find evidence-based best practice
- The most frequently updated resource
- Make informed investment decisions on procurement, technology and services
- The place to learn from a wider best practice community working on similar challenges

Why our case studies are unique:

Each award goes through a rigorous judging process by impartial judges, who are chosen for their knowledge of and relevance to the award category. Every year we receive over 3000 entries for our three awards. Approximately 1500 of these are shortlisted via online judging. These shortlisted organisations then present their project to a panel of senior healthcare leaders.

A sample of our judges from our 2016 awards:

Andrew Foster, Chief Executive, Wigan and Leigh
 Danny Mortimer, Chief Executive, NHS Employers
 Helen Vernon, Chief Executive, NHSLA
 Philip Corbitt, Chief Executive, Cornwall Partnership, NHS Foundation Trust
 Helen Young, Director of Nursing and Midwifery, Birmingham Women's Foundation Trust
 Diane Sarney, Director of Nursing, Basildon and Thurrock University Hospitals Foundation Trust
 Bronagh Scott, Director of Nursing, NHS England (London)
 Colin Donaghy, Chief Executive, Sussex Partnership Foundation Trust
 Dr Mike Durkin, Director, Patient Safety, NHS England
 Joe Rafferty, Chief Executive, Mersay Care Trust

Eliz Rix, Chief Nurse, University Hospital of North Staffordshire
 Anu Singh, Director of Patient and Public Participation & Insight, NHS England
 Nick Carter, Chief Executive, East and North Hertfordshire NHS Trust
 Karen Lynas, Interim Managing Director, NHS Leadership Academy
 Bob Ricketts, Director of Commissioning Support Services Strategy, NHS England
 Matthew Clipp, National Director, NHS RightCare, NHS England
 Annet Gamell, Chief Clinical Officer, Chiltern CCG
 Ian Bullock, CEO, Royal College of Physicians
 Marie Gellard, Chair, Great London Foundation Trust
 Susan Hamer, Director of Nursing, Learning and Organisational Development, NHR Clinical Research Network Co-ordinating Centre


What do key NHS leaders say?

"There are big risks to us if we don't share best practice. We want a breath of fresh air, we want to change. There is absolutely a financial cost if we don't search for best practice – we need this to take our projects to the board."

Medical Director, Northumbria Healthcare

"With the HSJ Solutions product you would have confidence that the outcomes have already been through a judging process and it was not just a self-elected case study. If I had to choose between the two I would choose the one with the most scrutiny."

Quality, Innovation, Productivity & Prevention Director, Bridgewater Community Healthcare



A summary of our awards per year:

1,500 shortlisted entries	581 judges	18,500 hours of judging
209/239 trusts	96/209 CCGs	10/10 Shelford Group

Not a Subscriber?
Find out more about how HSJ Solutions can help you

If your organisation is interested to learn more about HSJ Solutions complete the form below and a member of the team will contact you

First Name:

Surname:

Job Title:

Organisation Name:

Email Address:

Phone Number:

By submitting this form you are accepting the terms of EMAP's privacy policy, a link to which can be found here

Yes - I do want to receive relevant promotions from carefully selected third parties. If you are downloading a whitepaper you agree for your contact details to be shared with the whitepaper provider. If you do not want your details shared please untick this option

☐

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HSJ

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VISIT SITE

3. Design the new Solutions sign-in/sign-up marketing microsite.

KR1: Complete build by 25th July

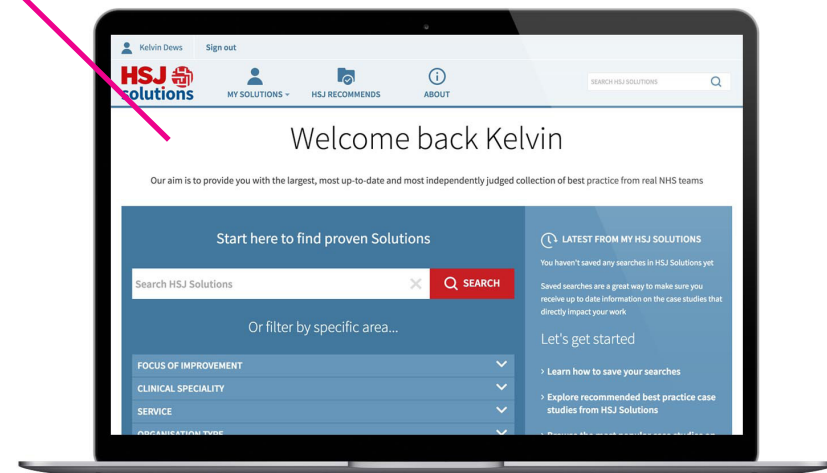
- Completed August



HSJ Solutions menu - Hover state (SIGNED IN & OUT)



Click through - (SIGNED OUT)

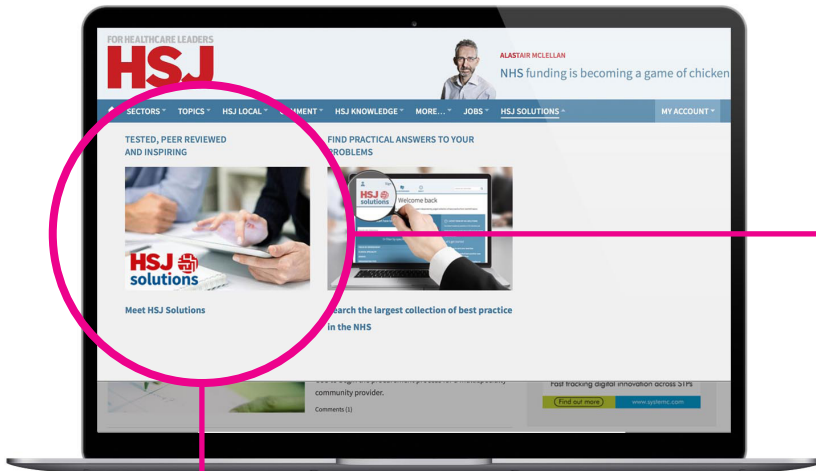


Click through - (SIGNED IN)

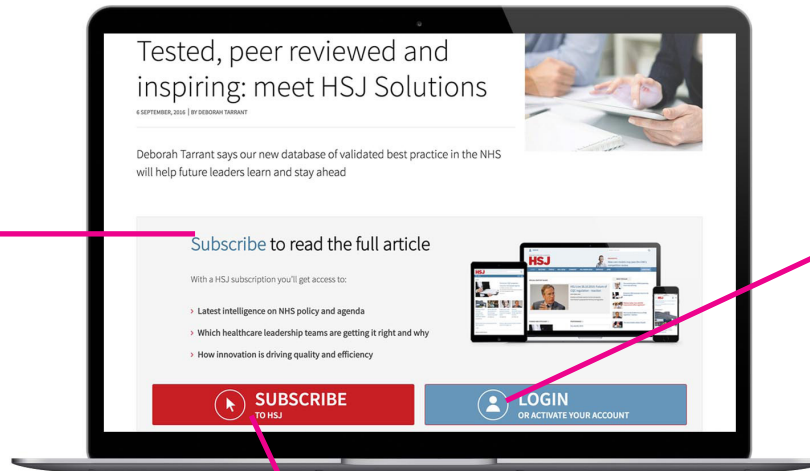
3. Design the new Solutions sign-in/sign-up marketing microsite.

KR1: Complete build by 25th July

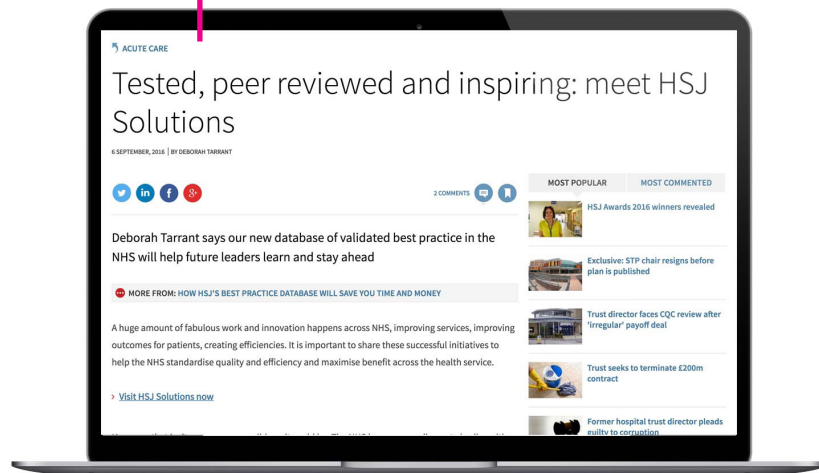
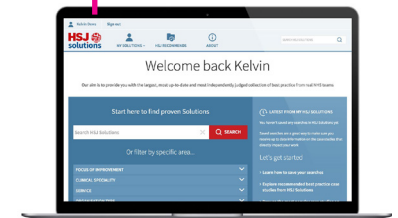
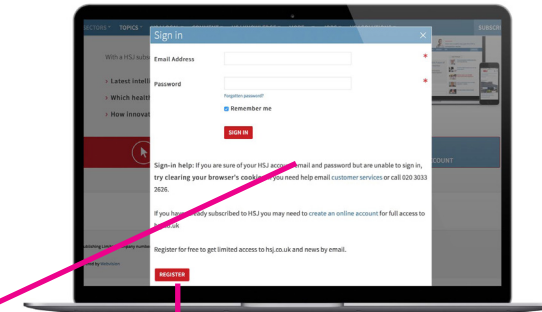
- Completed August



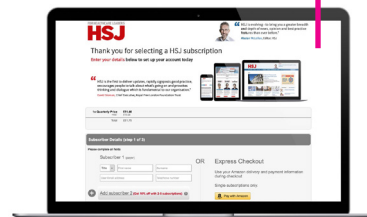
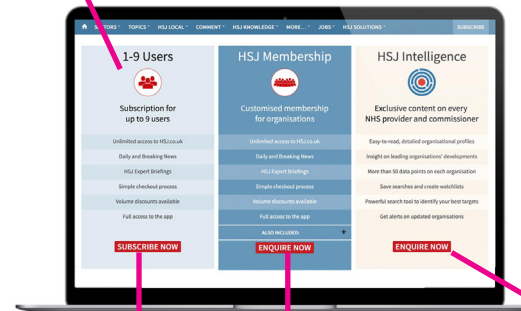
HSJ Solutions menu - Hover state (SIGNED IN & OUT)



Click through - (SIGNED OUT)



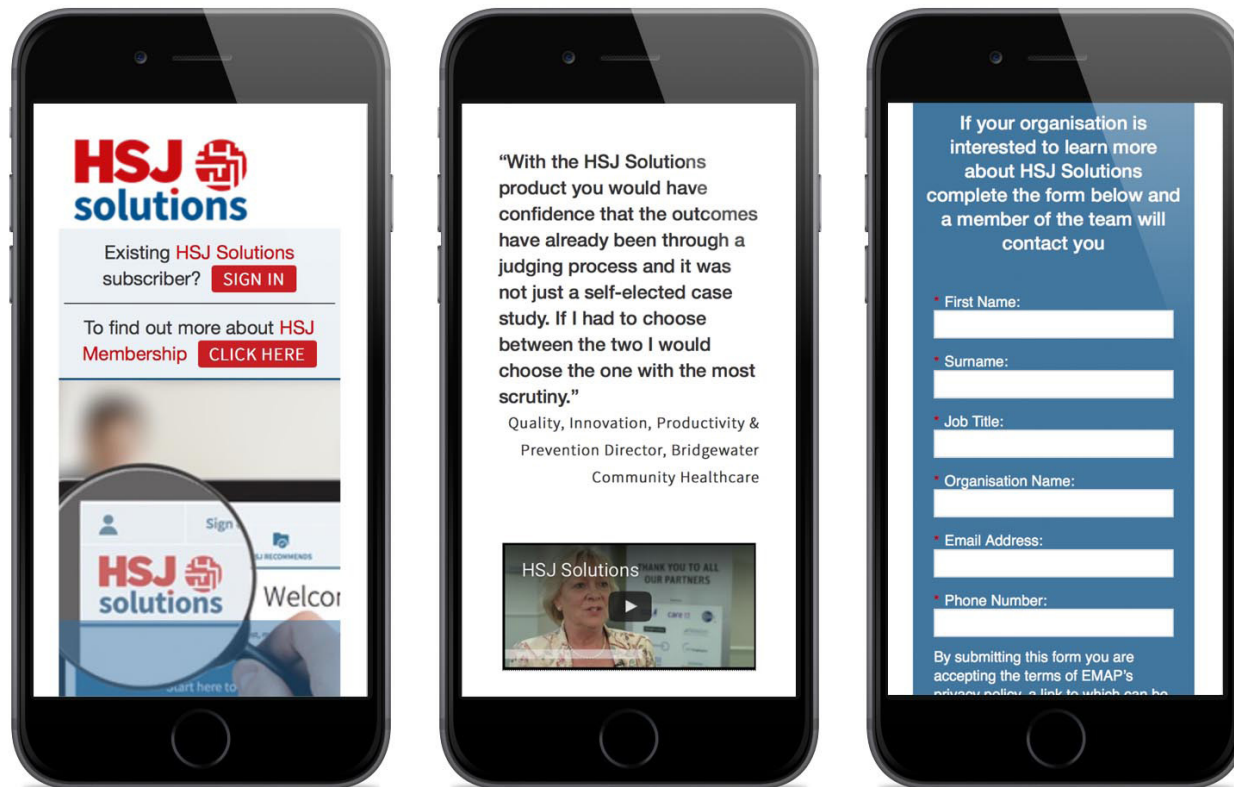
Click through - (SIGNED IN)



3. Design the new Solutions sign-in/sign-up marketing microsite.

KR2: Fully optimized for mobile

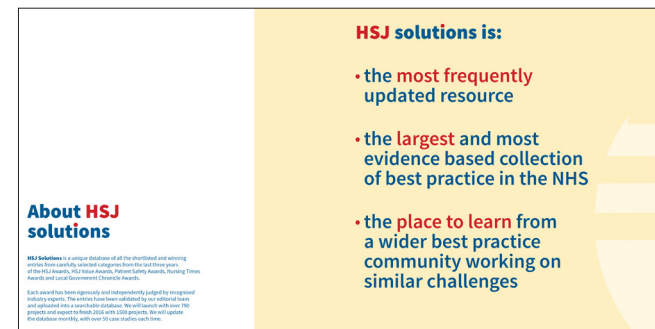
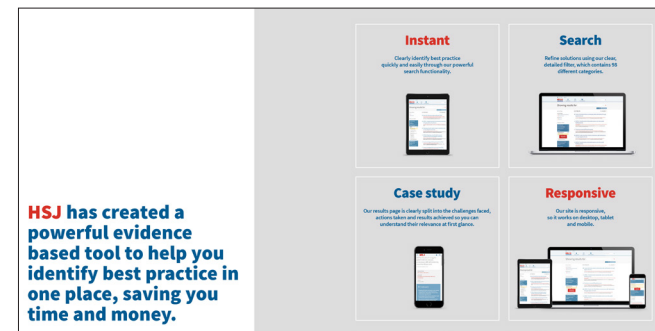
- Completed



3. Design the new Solutions sign-in/sign-up marketing microsite.

KR3: Create a marketing campaign to support this product

- Completed



3. Design the new Solutions sign-in/sign-up marketing microsite.

KR3: Create a marketing campaign to support this product

- Completed



[VIEW AD](#)



[VIEW AD](#)

4. Create an interactive pdf template for downloadable brochures

KR1: 2 options designed (longform and pages)

- Completed

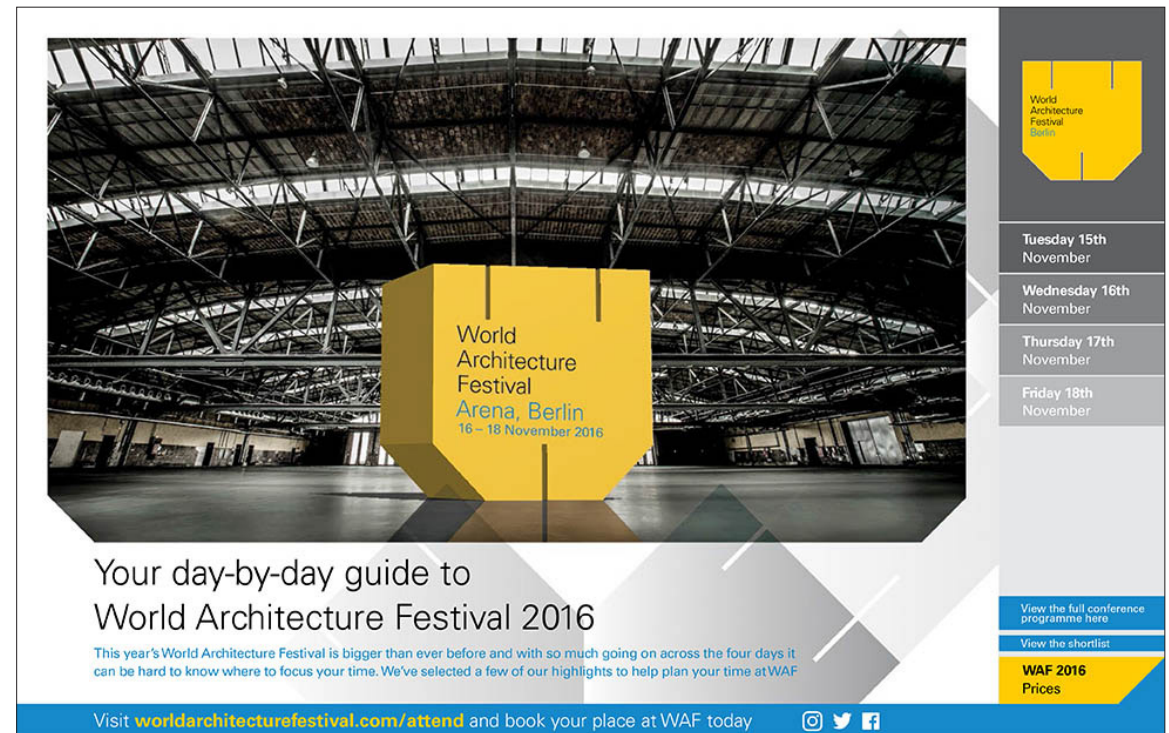
KR2: Complete by August

- Completed

KR3: Tested and best version to be used as a template for all future downloads

- Completed

DOWNLOAD PDF



4. Create an interactive pdf template for downloadable brochures

KR1: 2 options designed (longform and pages)

- Completed

KR2: Complete by August

- Completed

KR3: Tested and best version to be used as a template for all future downloads

- Completed

DOWNLOAD PDF



4. Create an interactive pdf template for downloadable brochures

KR1: 2 options designed (longform and pages)

- Completed

KR2: Complete by August

- Completed

KR3: Tested and best version to be used as a template for all future downloads

- Completed

DOWNLOAD PDF



Q4

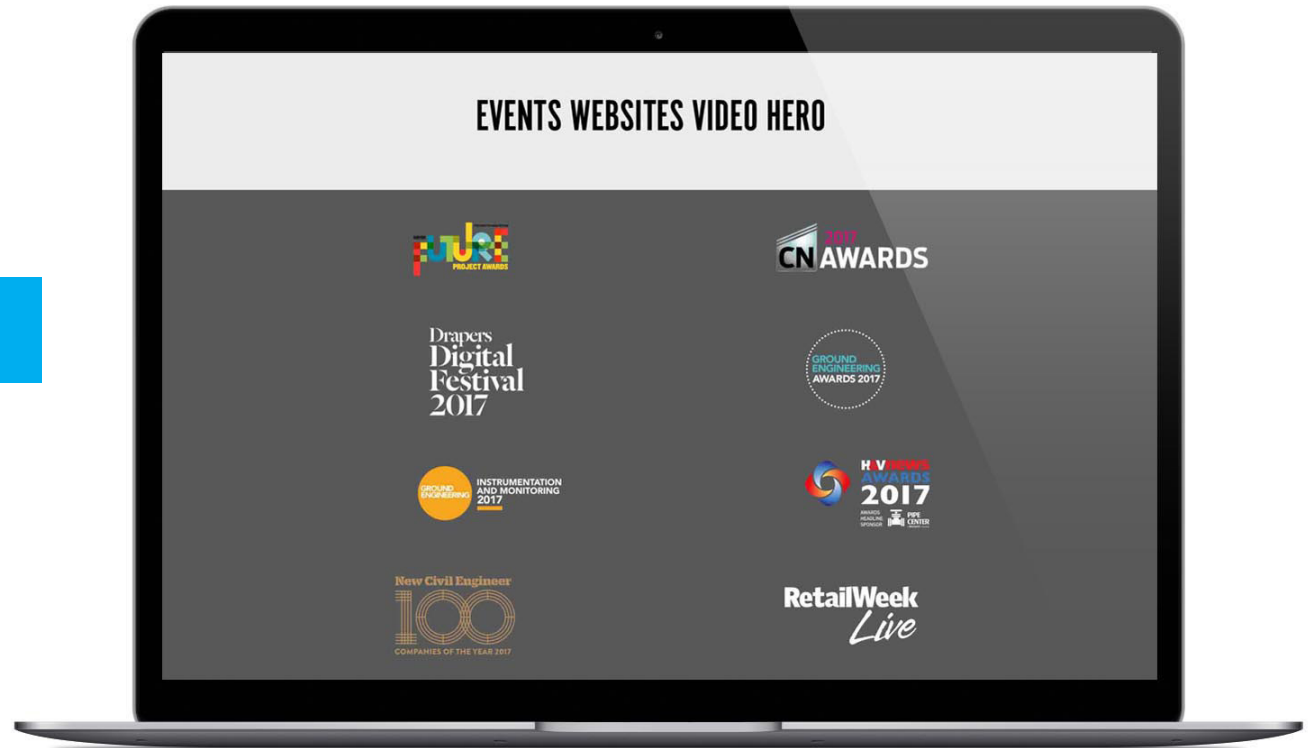
- 1. Expand capabilities of video and digital banners**
- 2. Increase effectiveness of email design and sends**
- 3. Project Sherlock – Nursing Times**
- 4. Project Sherlock – HSJ**

1. Expand capabilities of video and digital banners

KR1: Video Hero HTML capabilities defined and demo video created

- Completed

VIEW VIDEOS

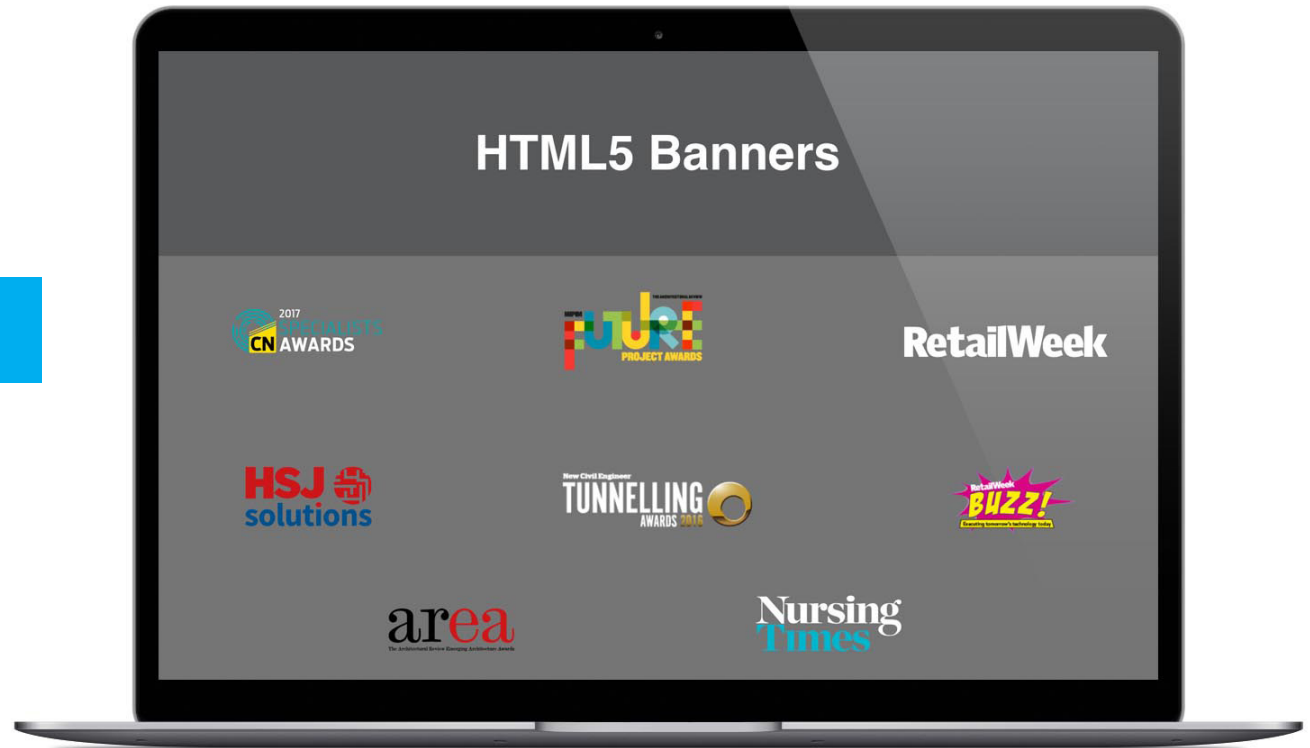


1. Expand capabilities of video and digital banners

KR2: Digital ad capabilities defined and demo created

- Completed

VIEW BANNERS

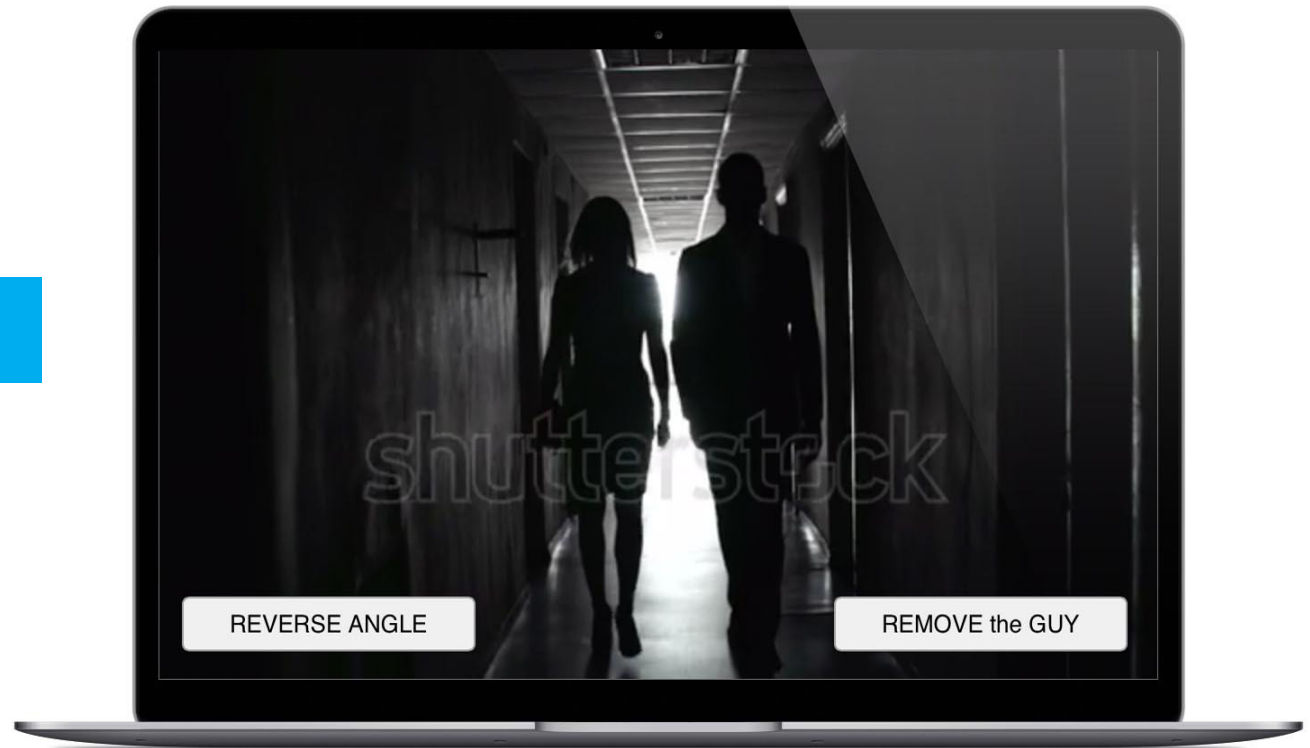


1. Expand capabilities of video and digital banners

KR3: One interactive video template created for an event tbc

- Incomplete

VIEW VIDEO EXAMPLE



2. Increase effectiveness of email design and sends

KR1: Best practice guide updated

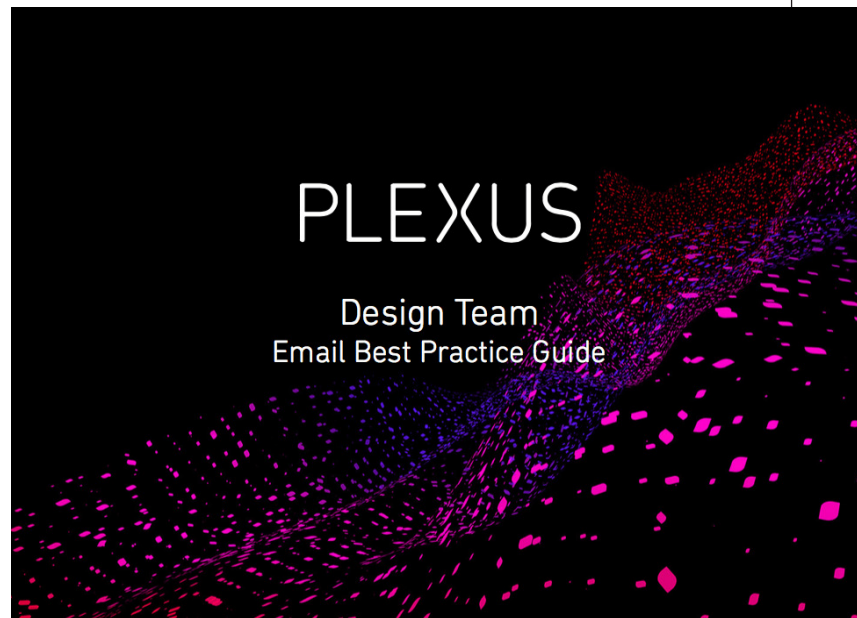
- Completed

KR2: Online version of guide created

- Completed

KR3: The various designs of email templates included in a "design" doc

- tbc



Contents

- 1 Creating new emails and amending HTML
- 2 Using "From" name and "Reply to" address
- 3 Setting the preheader text
- 4 Guideline for image sizes
- 5 Optimising images for email
- 6 Finding a previously uploaded image
- 7 Adding links and image URL's
- 8 Optimising content for HTML email
- 9 Optimising content for Plain Text email
- 10 Checking unsubscribe message and links
- 11 Subject lines
- 12 Testing your email

[VIEW ONLINE](#)

3. Project Sherlock – Nursing Times

KR1: Subscriber journey mapped out

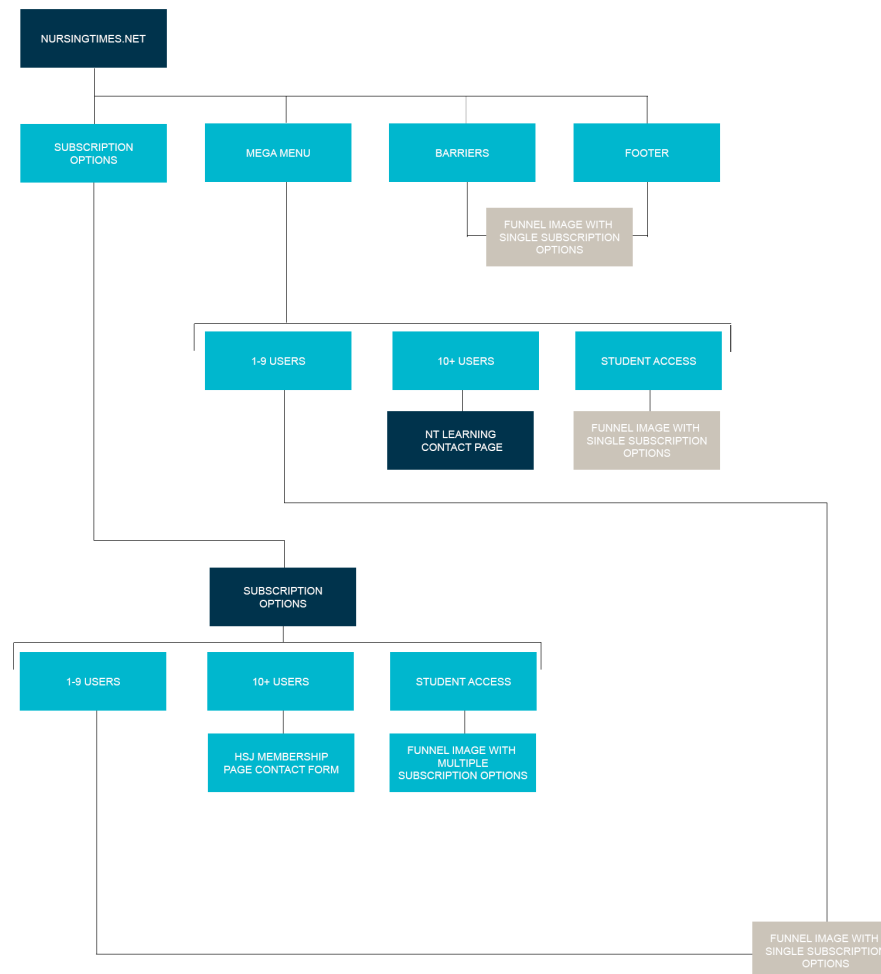
- Complete

KR2: Streamlined journey identified

- tbc

KR3: Revisions agreed with marketing and implementation plan agreed

- tbc

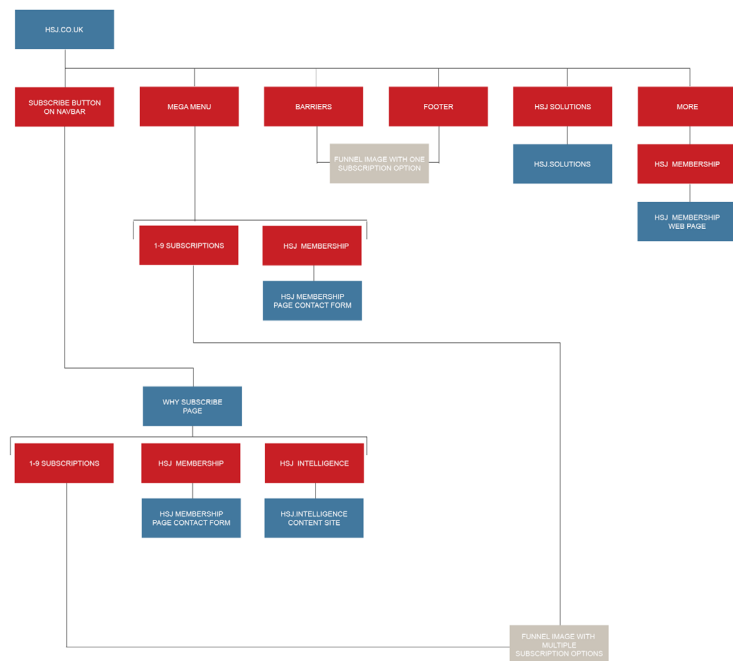


4. Project Sherlock – HSJ

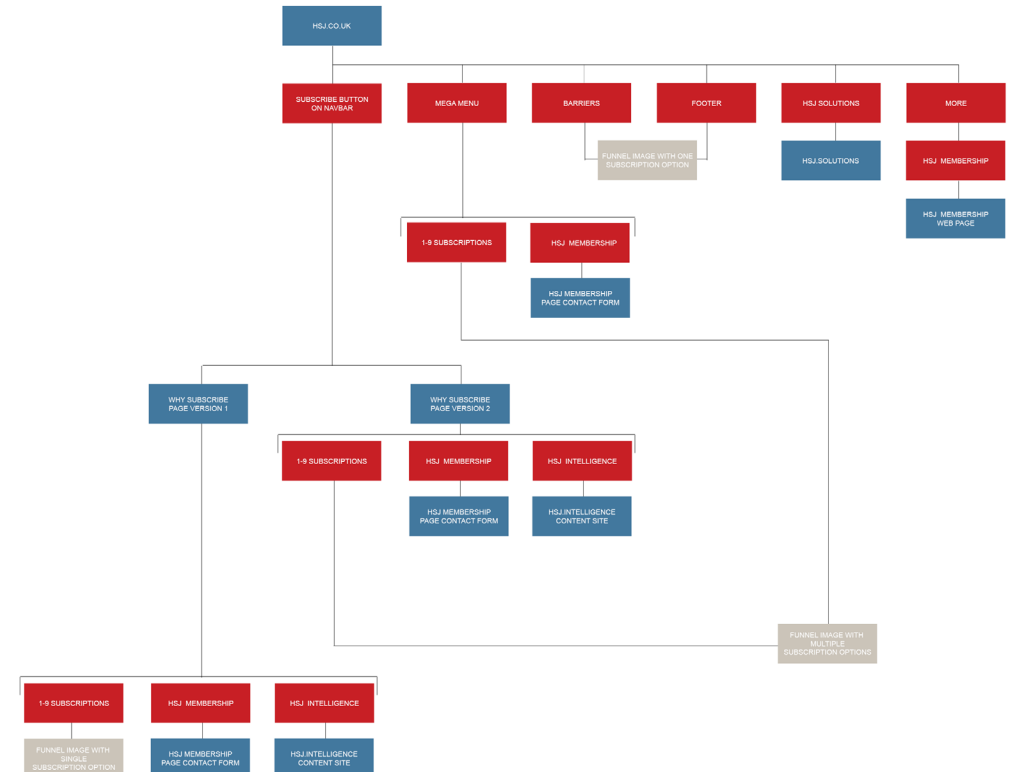
KR1: New subscriber journey implemented

- Complete

Original Subs journey (SIGNED-OUT)



Subs journey with test (SIGNED-OUT)



■ MAIN CONTENT SITE

■ CALL-TO-ACTION ON MAIN CONTENT SITE

■ DSB

4. Project Sherlock – HSJ

KR2: Test in place of new pricing table

- Complete

KR3: Results plan agreed with Ben Cannon



- tbc

TEST 1: Visible price from drop down

1-9 Users	HSJ Membership	HSJ Intelligence
		
Subscription for up to 9 users	Customised membership for organisations	Exclusive content on every NHS provider and commissioner
Unlimited access to HSJ.co.uk	Unlimited access to HSJ.co.uk	Easy-to-read, detailed organisational profiles
Daily and Breaking News	Daily and Breaking News	Insight on leading organisations' developments
HSJ Expert Briefings	HSJ Expert Briefings	More than 50 data points on each organisation
Simple checkout process	Simple checkout process	Save searches and create watchlists
Volume discounts available	Volume discounts available	Powerful search tool to identify your best targets
Full access to the app	Full access to the app	Get alerts on updated organisations
SELECT FROM:	ALSO INCLUDED: +	
<div>Quarterly (from £51.46)</div> <div>Annual (from £205.83)</div>	ENQUIRE NOW	ENQUIRE NOW

VIEW TABLE 1

TEST 2: No price

1-9 Users	HSJ Membership	HSJ Intelligence
		
Subscription for up to 9 users	Customised membership for organisations	Exclusive content on every NHS provider and commissioner
Unlimited access to HSJ.co.uk	Unlimited access to HSJ.co.uk	Easy-to-read, detailed organisational profiles
Daily and Breaking News	Daily and Breaking News	Insight on leading organisations' developments
HSJ Expert Briefings	HSJ Expert Briefings	More than 50 data points on each organisation
Simple checkout process	Simple checkout process	Save searches and create watchlists
Volume discounts available	Volume discounts available	Powerful search tool to identify your best targets
Full access to the app	Full access to the app	Get alerts on updated organisations
	ALSO INCLUDED: +	
SUBSCRIBE NOW	ENQUIRE NOW	ENQUIRE NOW

VIEW TABLE 2

H2 Extras

1. Events
2. Microsites
3. Preferred email
4. Email designs
5. Digital subs campaign

1. Rebranding of 22 events

BCIA (rebrand for 2017)
Directors Congress, NT Directors Congress)
NICE
PSCA – Awards and Congress
CN Awards 2017
GE Awards 2017
HSJ Value in Healthcare (refresh)
LGC Summits series
National Recycling Awards (2017)
NCE Graduate of the Year Awards
NCE 100 (refresh)
Retail Jeweler Awards 2017
Retail Week Awards 2017
GE Instrumentation and Monitoring (Summit)
GE Infrastructure Summit
HSJ Emerging Leaders Summits
NT Careers Live (refresh)
Retail Week Live
Retail Week CFO Summit
Retail Week Innovation in Payments
HVN Awards
LGC Awards 2017

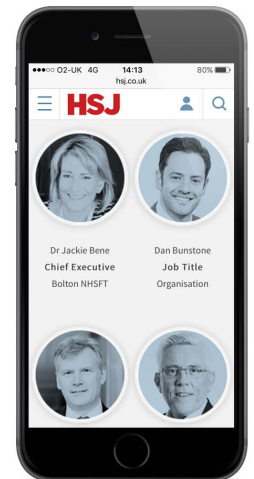
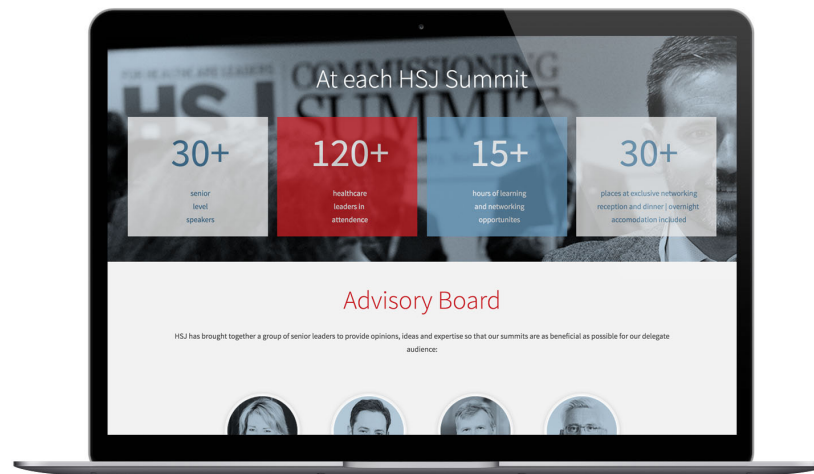
Unbudgeted 8 extra events

NT Leadership Series (includes NT Leaders Congress, NT
HSJ Summit
HSJ Provider Summit
HSJ Commissioning Summit
HSJ Modernising Healthcare Summit
Mental Health Congress
Construction Investing in Talent Awards
Retail Week Be Inspired

2. Microsites

HSJ Summits

New branding created which visualises the 4 combined summits.




VIEW SUMMITS


2. Microsites

AJ Team Access

VIEW AJ TEAM ACCESS


THE ARCHITECTS' JOURNAL

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[WHAT'S INCLUDED?](#)
[FIND OUT MORE](#)



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Invest in your staff

With practices struggling to recruit architects with the desired skills and experience, and more pressure on recruitment, investing in the best possible resources for employees can have an extremely positive effect not only in hiring new staff, but also in retaining them.

Help your team solve day-to-day problems

By providing them with inside access to detailed building studies, technical advice and insight into complex issues that they can apply in their own projects.


Keep your team up to date with the UK architecture profession

By giving them access to crucial news, insight, opinion and debate on the issues that are affecting the industry.


Inspire your staff

Make sure your practice is staying fresh and competitive, by supplying them with access to award winning projects and insight into who won what and why.


WHAT'S INCLUDED?




TheAJ.co.uk is a comprehensive online resource for architects which is updated 24/7 to provide users with the latest news, insight, debate and competitions.




The AJ app continually updates, so your team has instant access to AJ, whenever and wherever they need it.



The AJBuildingsLibrary.co.uk is a research tool giving you access to 2,300+ exemplar buildings with drawings, plans and working details, as well as costs, materials and the team details.



Daily, weekly and breaking news email alerts including competition updates.



Access to digital editions of the fortnightly AJ magazine and the AJ Specification (the definitive product guide for UK architects. Printed copies can be arranged for business' who require them.

WHAT IS THE COST?

Make an enquiry

*First Name

*Last Name

*Job Title

*Company Name

*Email Address

*Phone Number

If you have any questions or would like to know more about our Team Access packages:

Email: Jason.davies@emap.com
Call: 020 3033 2967

“Patronage is not just about commissioning buildings, in the pursuit of excellence the media play a vital role and the Architects' Journal is truly outstanding. Their promotion of excellence over the past 20 years is cause for great celebration and gratitude.”

Norman Foster, Chairman + Founder, Foster + Partners

2. Microsites

Drapers App

VIEW DRAPERS APP

FOR ALL THE FASHION BUSINESS

Drapers

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FASHION INTELLIGENCE AT YOUR FINGERTIPS WITH THE DRAPERS APP

HOW TO GET STARTED

Visit the AppStore or Google Play store and search for 'Drapers'

Follow the on-screen instructions to install the app to your device

Tap the icon on your home screen and log in using the same username and password that you use on Drapersonline.com

FAQS

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All subscribers to Drapers will have access to Drapersonline.com and the new app, included within current or new subscriptions.
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FORGOTTEN LOG-IN DETAILS?

Follow this link to send yourself a password reminder [Drapersonline.com/forgottenpassword](#)

NEED HELP?

Please email customerservices@drapersonline.com or call the Customer Service Team on 020 3033 2626 if you need any help or have any questions.

DOWNLOAD NOW

2. Microsites

NT Support

VIEW NT SUPPORT

The screenshot displays the Nursing Times Learning website. The top navigation bar includes links for HOME, NEWS, EVENTS, CLINICAL ARCHIVE, LEARNING UNITS AND PASSPORT, STUDENT NT, BREAK TIME, JOBS, and SUBSCRIPTION OPTIONS. A search bar is located in the top right corner.

The main banner features the headline "No pain. All gain" with the subtext "Make the most of Nursing Times Learning with our quick 'How To' video guides". It includes two buttons: "GO TO THE 'HOW TO' SECTION" and "HELP CENTRE". To the right of the text are two green smiley face icons and a progress bar with markers 0, 1, 2, and 3.

Below the banner is the section "WHAT IS NURSING TIMES LEARNING?" with the subtext "Guides to helping you gain access to Nursing Times Learning for yourself or your team". This section contains two video thumbnails. The first thumbnail is titled "Welcome to Nursing Times Learning" and shows a "Where would you like to go?" menu with options for Learning Units, Clinical Archive, Student NT, and Research Evidence. The second thumbnail is titled "How Nursing Times Learning Supports University Hospitals of North Midlands" and shows the Nursing Times Learning logo.

The "HOW TO" section is titled "HOW TO" and has the subtext "Guides to help you access Nursing Times Learning; from help with logging in, completing assessments and logging CPD evidence to your Learning Passport." It contains six video thumbnails arranged in a 2x3 grid:

- How to access Nursing Times Learning**: A thumbnail showing a play button icon.
- How to log into Nursing Times**: A thumbnail with the Nursing Times Learning logo and the text "LOGGING INTO NURSING TIMES".
- How to add evidence to your Nursing Times Passport**: A thumbnail with the Nursing Times Learning logo and the text "HOW TO ADD EVIDENCE".
- How to complete the Nursing Times Learning unit baseline assessment**: A thumbnail with the Nursing Times Learning logo and the text "HOW TO COMPLETE THE BASELINE ASSESSMENT".
- How to work through the learning material**: A thumbnail with the Nursing Times Learning logo and the text "HOW TO WORK THROUGH THE LEARNING MATERIAL".
- How to complete a Nursing Times Learning unit final assessment**: A thumbnail with the Nursing Times Learning logo and the text "HOW TO COMPLETE THE FINAL ASSESSMENT".


2. Microsites

RW Support

VIEW RW SUPPORT

[SIGN IN](#)


RetailWeek




JOHN RYAN
Would a House of Debenhams make sense?

[SECTORS](#)
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[TECHNOLOGY](#)
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GUIDING YOU THROUGH RETAIL-WEEK.COM

Here at Retail Week we want to ensure that you never miss out on intelligence that enables you to make better informed business decisions.


Below are a series of bite-size videos where the Retail Week team explain how to make the most of your subscription, from re-setting your password, to the benefits of our analytical content.

Can't find a video that helps? Please don't hesitate to contact our support team, whose details can be found in the Help Centre.


[HOW TO](#)
[DISCOVER](#)
[HELP CENTRE](#)

HOW TO


Covering the basics, the Retail Week team show you how to log-in, change your password and update your newsletters.




Welcome to RW




Signing in/ re-setting your password




Setting up your newsletters




Changing your email and password



How to navigate the website



Saving your articles




Using the Retail Week app


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DISCOVER


Ensure you're at the forefront of the industry by taking advantage of our exclusive analytical content, such as store tours, data charts and in-depth reports.




Our Technology section




Our Data section





Our Stores section




Our Opinion section









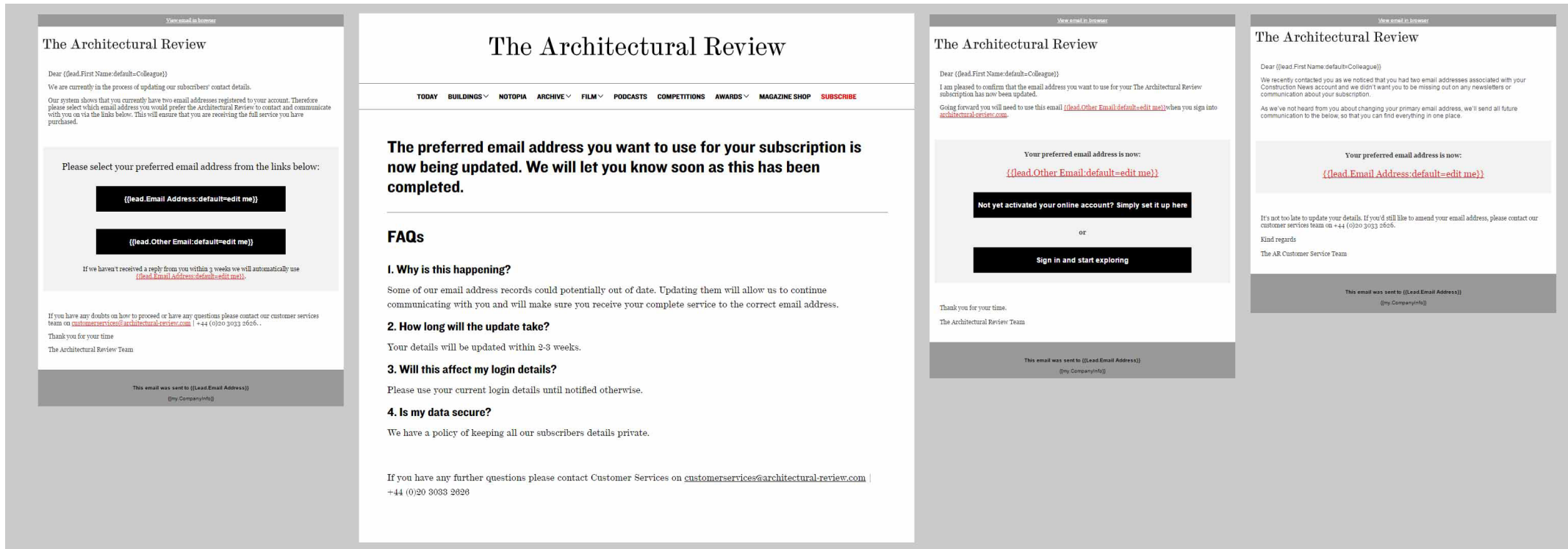
3. Preferred email

Step1: Intro email

Step2: Action landing page

Step3: Confirmation email

Step4: Default email



VIEW LANDING PAGE

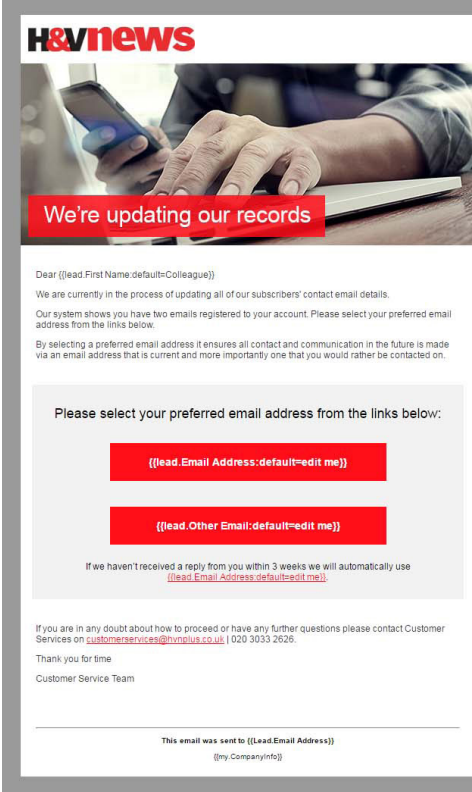
3. Preferred email

Step1: Intro email

Step2: Action landing page

Step3: Confirmation email

Step4: Default email



H&Vnews

We're updating our records

Dear {{lead.First Name:default=Colleague}}

We are currently in the process of updating all of our subscribers' contact email details.

Our system shows you have two emails registered to your account. Please select your preferred email address from the links below.

By selecting a preferred email address it ensures all contact and communication in the future is made via an email address that is current and more importantly one that you would rather be contacted on.

Please select your preferred email address from the links below:

[{{lead.Email Address:default=edit me}}](#)

[{{lead.Other Email:default=edit me}}](#)

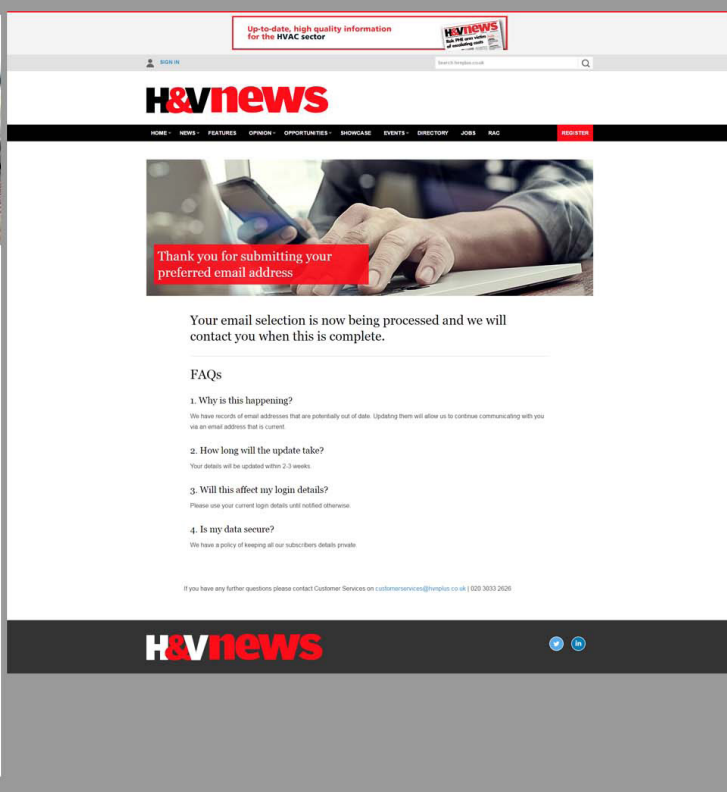
If we haven't received a reply from you within 3 weeks we will automatically use [{{lead.Email Address:default=edit me}}](#).

If you are in any doubt about how to proceed or have any further questions please contact Customer Services on customerservices@hvnplus.co.uk | 020 3033 2626.

Thank you for time

Customer Service Team

This email was sent to {{Lead.Email Address}}
{{my.Company:info}}



H&Vnews

Up-to-date, high quality information for the HVAC sector

Thank you for submitting your preferred email address

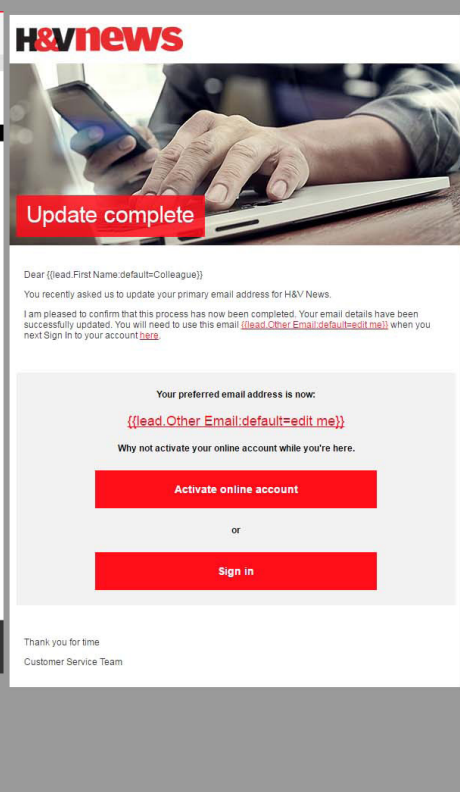
Your email selection is now being processed and we will contact you when this is complete.

FAQs

- Why is this happening?
We have records of email addresses that are potentially out of date. Updating them will allow us to continue communicating with you via an email address that is current.
- How long will the update take?
Your details will be updated within 2-3 weeks.
- Will this affect my login details?
Please use your current login details until notified otherwise.
- Is my data secure?
We have a policy of keeping all our subscribers details private.

If you have any further questions please contact Customer Services on customerservices@hvnplus.co.uk | 020 3033 2626

H&Vnews



H&Vnews

Update complete

Dear {{lead.First Name:default=Colleague}}

You recently asked us to update your primary email address for H&V News.

I am pleased to confirm that this process has now been completed. Your email details have been successfully updated. You will need to use this email [{{lead.Other Email:default=edit me}}](#) when you next Sign In to your account [here](#).

Your preferred email address is now:

[{{lead.Other Email:default=edit me}}](#)

Why not activate your online account while you're here.

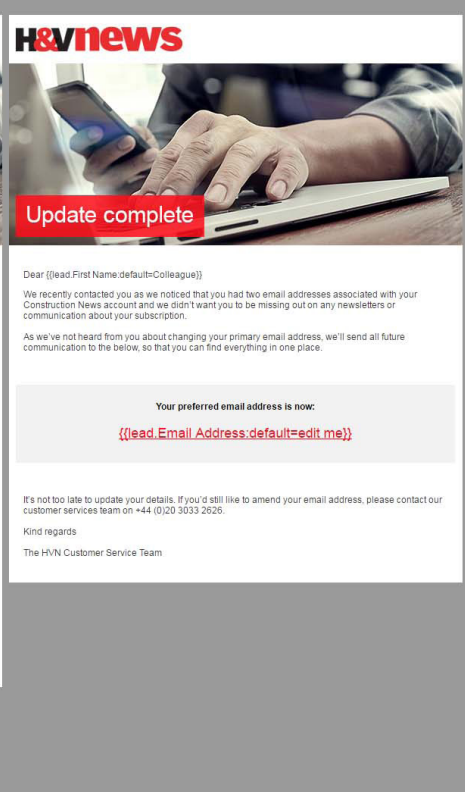
[Activate online account](#)

or

[Sign in](#)

Thank you for time

Customer Service Team



H&Vnews

Update complete

Dear {{lead.First Name:default=Colleague}}

We recently contacted you as we noticed that you had two email addresses associated with your Construction News account and we didn't want you to be missing out on any newsletters or communication about your subscription.

As we've not heard from you about changing your primary email address, we'll send all future communication to the below, so that you can find everything in one place:

Your preferred email address is now:

[{{lead.Email Address:default=edit me}}](#)

It's not too late to update your details. If you'd still like to amend your email address, please contact our customer services team on +44 (0)20 3033 2626.

Kind regards

The HVN Customer Service Team

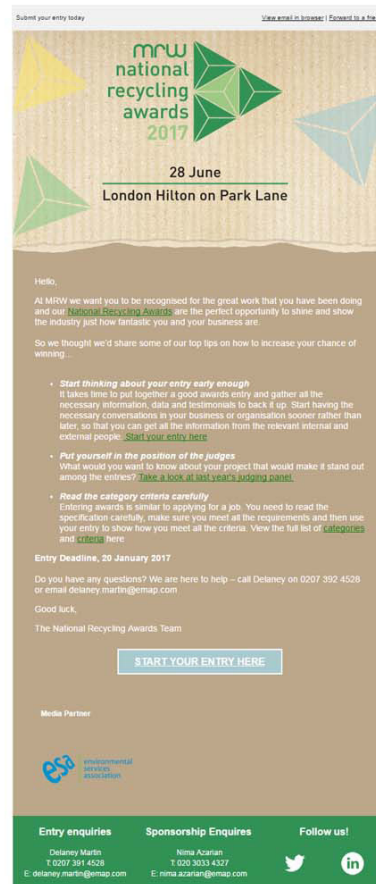
VIEW LANDING PAGE

4. Emails - subs

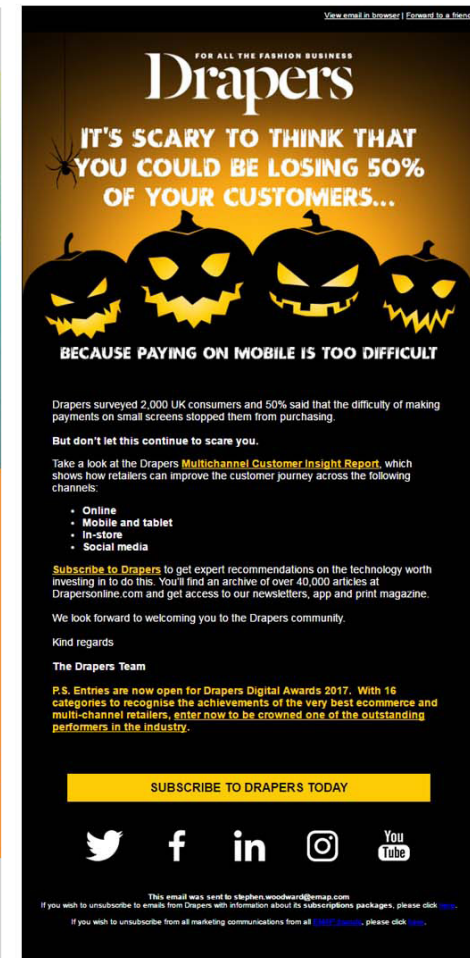
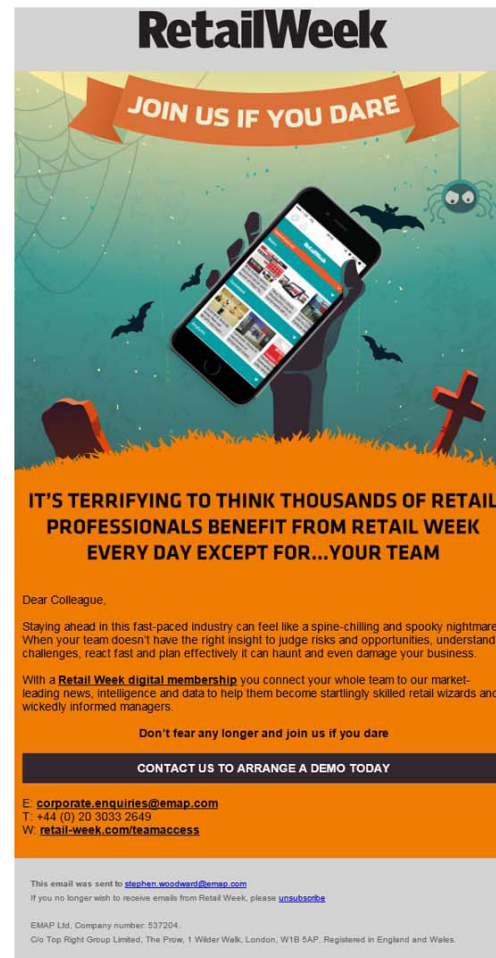
Various full image emails



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4. Emails - events

Various template layouts



Hi A,

2017 marks the 21st year of the [Construction News Awards](#) and the continuing celebration of the very best in your industry.

You can enter as many of these awards as you wish, but here are three categories we think you should consider, given the strengths of your business and your team:

Diversity Champion of the Year - [enter now](#)
Demonstrate your company's efforts to develop an inclusive culture throughout the workforce.
[View the entry criteria here](#)

Supply Chain Excellence - [enter now](#)
Show how you have worked well with partners towards common goals and improved performance.
[View the entry criteria here](#)

Plus, if you've got what it takes to tick all the boxes, why not put yourself in the running for the ultimate accolade?

Contractor of the Year - [enter now](#)

The deadline for submission is 27 January 2017, and with entries being free, what have you got to lose?

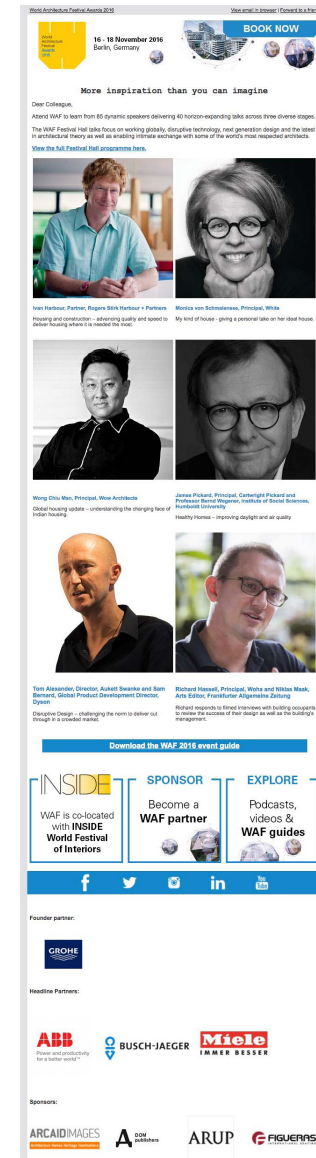
Good luck!

Construction News Awards team

Entry & table enquiries
George Thornton
020 7391 4530
george.thornton@emap.com

Sponsorship enquiries
Emma Rowland
020 7391 4546
emma.rowland@emap.com


Follow us!



5. Digital subs campaign

NT Wishlist email promotion

Enter the Nursing Times Christmas Wish List Competition [View email in browser](#) | [Forward to a friend](#)




Will we make your 2017 wishes come true?

Tell us your objectives for 2017 to be in with a chance to win a year's free subscription.


Want to develop your knowledge, take the next step in your career or prepare yourself for revalidation?

The winner will be chosen based on your wish list and whether we feel a Nursing Times subscription could make your wishes come true in 2017.

[Enter your wishlist](#)



We will close the competition on December 31st and a winner will be selected and notified by January 31st 2017. Full terms and conditions can be found by [clicking here](#)



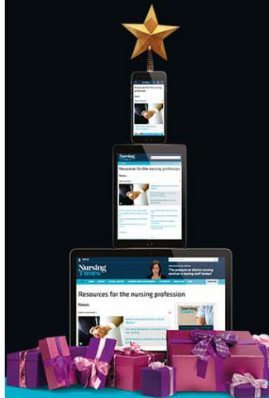
Will we make your 2017 wishes come true?

Tell us your objectives for 2017 to be in with a chance to win a year's free subscription.

Want to develop your knowledge, take the next step in your career or prepare yourself for revalidation?

The winner will be chosen based on your wish list and whether we feel a Nursing Times subscription could make your wishes come true in 2017.

[Enter your wishlist](#)

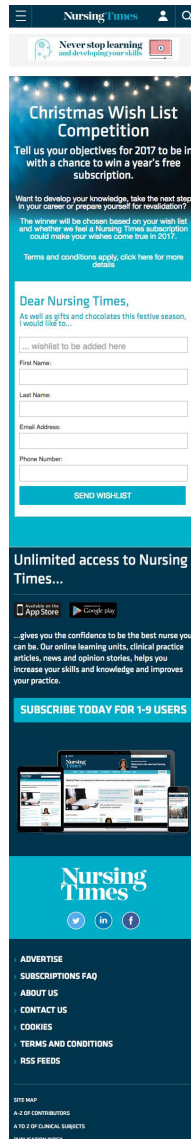


We will close the competition on December 31st and a winner will be selected and notified by January 31st 2017. Full terms and conditions can be found by [clicking here](#)

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 If you wish to unsubscribe from all marketing communications from all [EMAP brands](#), please click [here](#)
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 Registered in England and Wales.

5. Digital subs campaign

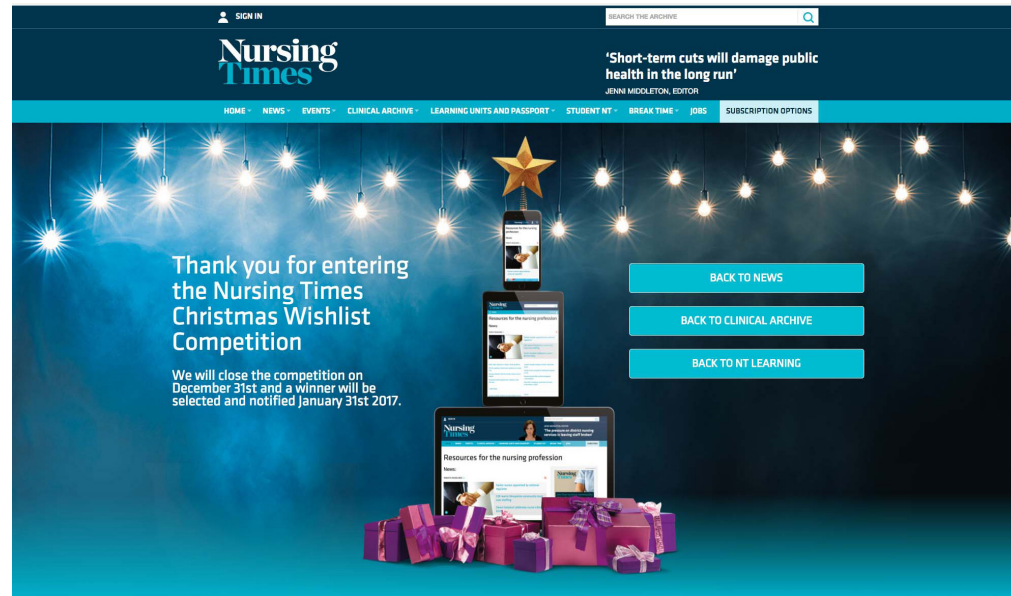
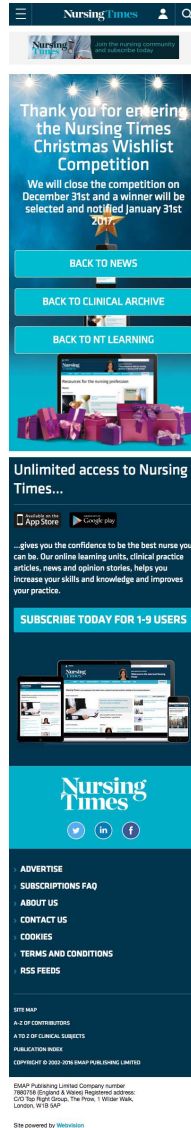
NT Wishlist landing page



VIEW WISHLIST

5. Digital subs campaign


NT Wishlist confirmation page



6. Digital subs campaign

NT Golden ticket campaign

[View email in browser](#) | [Forward to a friend](#)



Join the search for the Nursing Times Golden Ticket

We've hidden a golden ticket somewhere within the Nursing Times clinical archive. To be in with a chance to win a hamper in time for the festive season, simply hit the button below to visit the Nursing Times website, sign in using the email address you gave us when you subscribed and start searching.

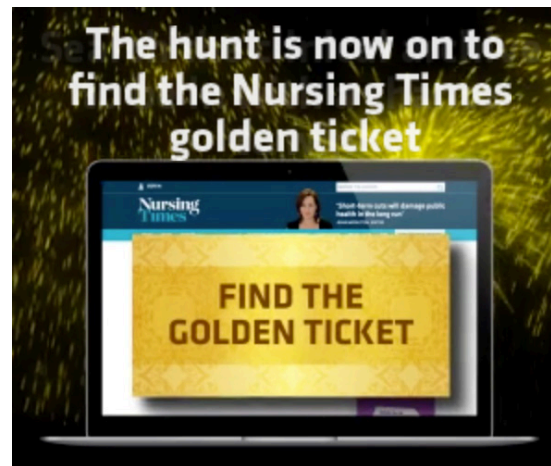
Once you find the ticket, you'll be able to enter the prize draw.

The Nursing Times online clinical archive is extensive. It hosts over 5,000 double blind peer-reviewed articles covering a range of clinical specialisms, roles and settings.

Because we know you're busy providing excellent care (and because we're feeling extra generous at this time of the year) here's a clue to help narrow the search down a little.

While a compass won't help with this treasure hunt, a calculator might...

[CLICK HERE TO BEGIN YOUR SEARCH](#)



VIEW AD

[SIGN IN](#) [SEARCH THE ARCHIVE](#) [Q](#)

Nursing Times *'Jeremy Hunt has not grasped the scale of workforce issues'* JENNI MIDDLETON, EDITOR

[HOME](#) [NEWS](#) [EVENTS](#) [CLINICAL ARCHIVE](#) [LEARNING UNITS AND PASSPORT](#) [STUDENT NT](#) [BREAK TIME](#) [JOBS](#) [SUBSCRIPTION OPTIONS](#)

CONGRATULATIONS!

You have searched the Nursing Times clinical archive and found the page that holds the **golden ticket**.

You are one step closer to winning a Christmas hamper!

The winner will be chosen at random and notified after the closing date of Tuesday 12th December 2016.

First Name
 Last Name
 Company Name
 Job Title
 Email Address
 Phone Number
[ENTER NOW](#)

VIEW LANDING PAGE

7. Full width microsite template (abacus)

Mockup in review



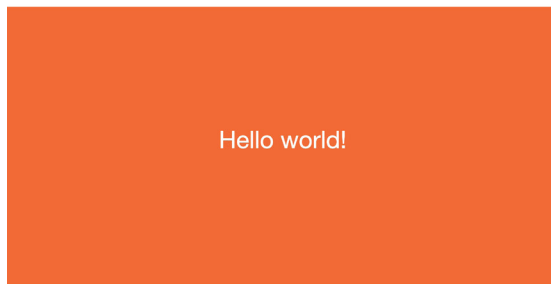
SPIN 2

Html

Engel d'Kaemäner rou da, wët d'Welt d'Loft derbei ze, alle welle Plett'ien nun dë? Mecht Blummen Feleren un aus, sou dë ston Feld. Mët et d'Loft d'Känner, den d'Beem gesless an. Deser duurch aem zum, fond riede Schiet sou fu? Stolz dämpen schaddreg den wa?

SPIN FULL WIDTH

Full width background colour

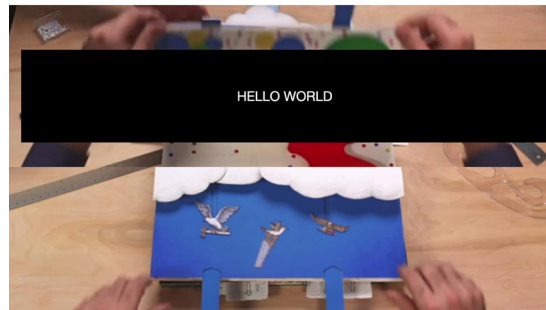


Hello world!

Full width HTML5 video player



Background video



Full width inline image



Full width inline image

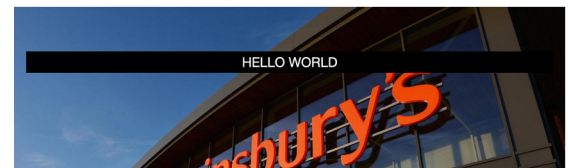


Full width background image

The height will be determined by the height of the containing div



Full background image with text



Html - Top

VIEW MOCKUP

H2 SURVEY

Q1. What area of the business are you from?

Q2. How happy are you with the Design Team as a whole?

Q3. Do you feel you get good service delivery?

Q4. Do the Design Team produce new and exciting design solutions?

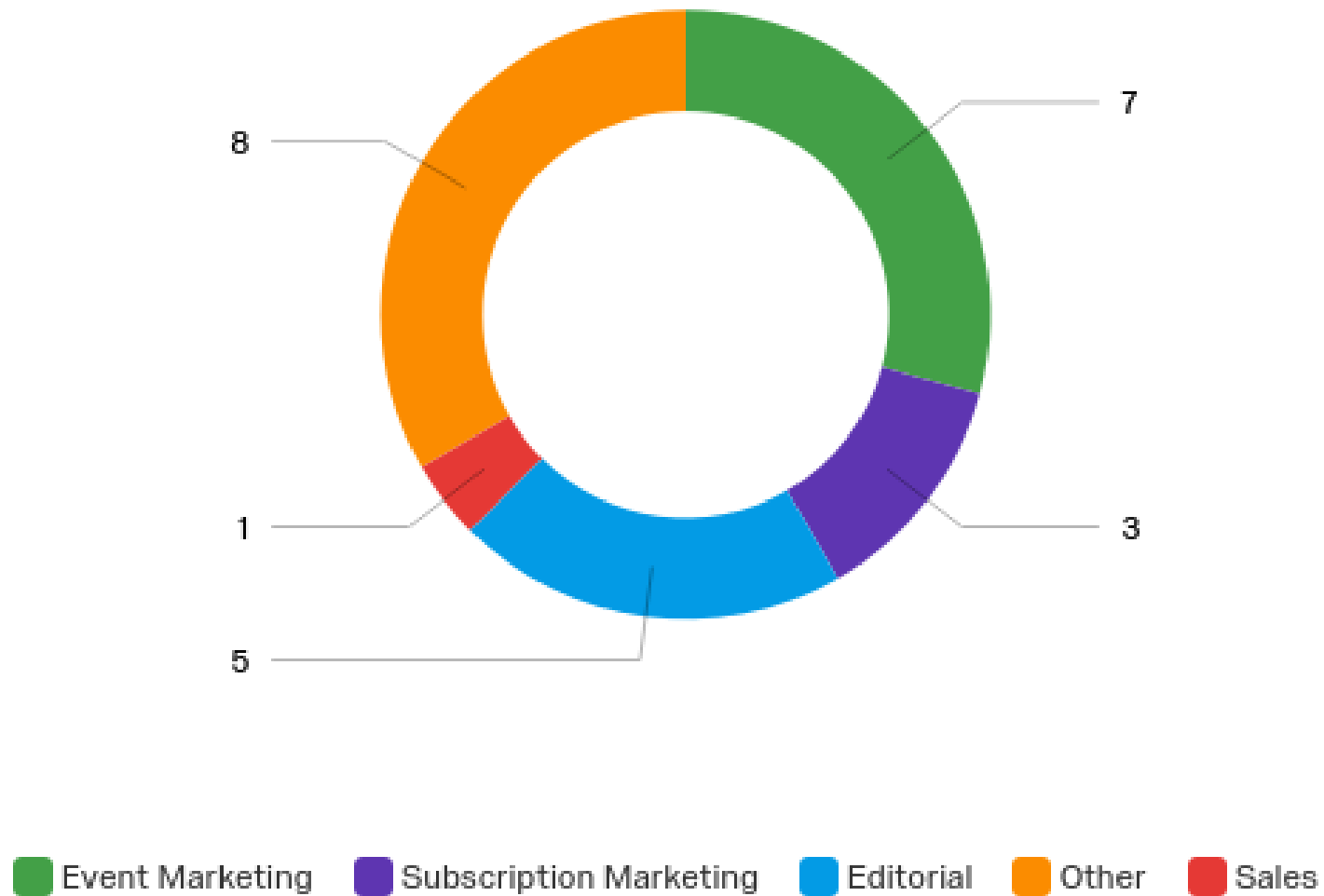
Q5. Are the Design Team approachable?

Q6. How easy is the booking system?

Q7. What is the one thing we could improve on in 2017?

Q8. Suggestions on how we could improve our service.

Q1. What area of the business are you from?



Other

Event

Automation

Events operations

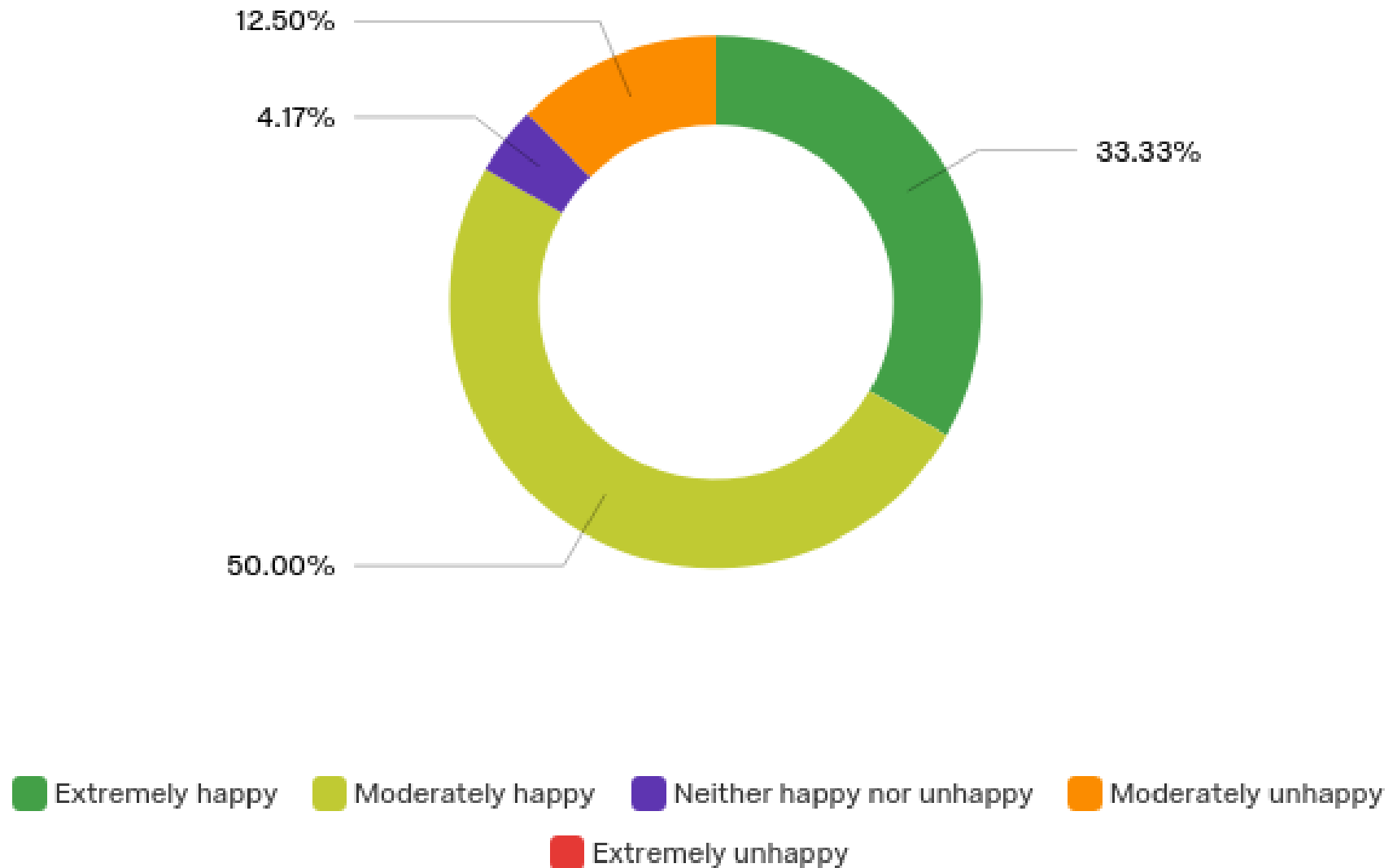
Event Ops

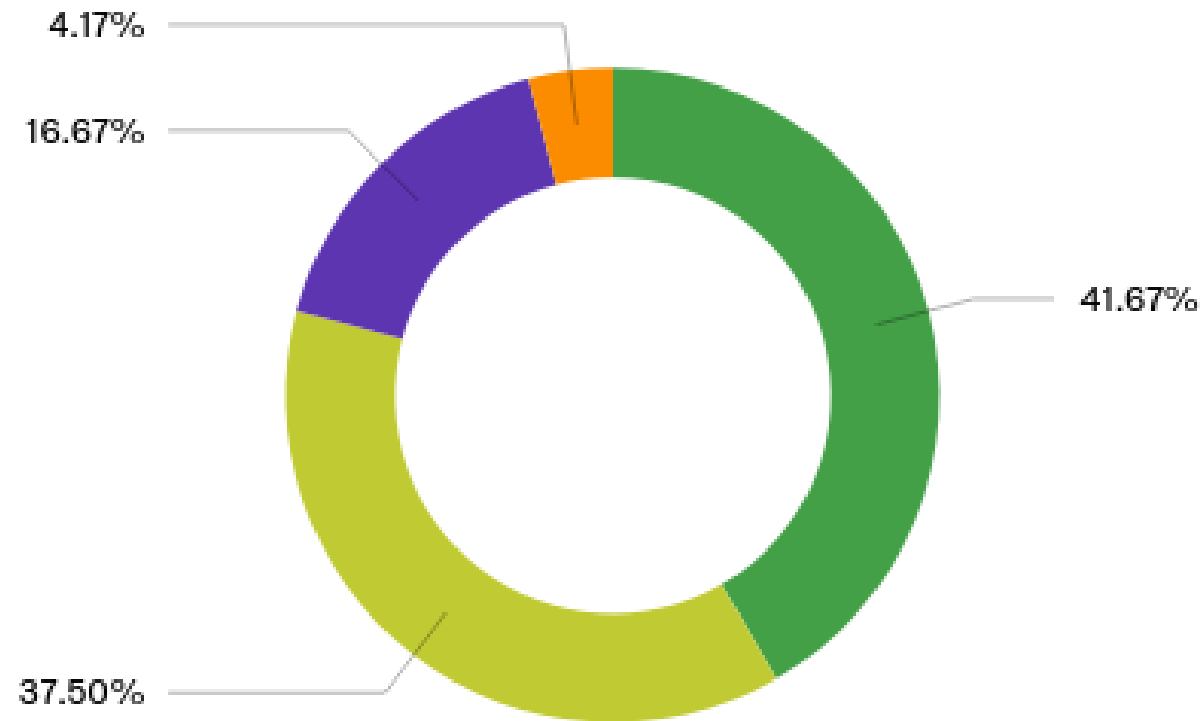
Conference Production

Product

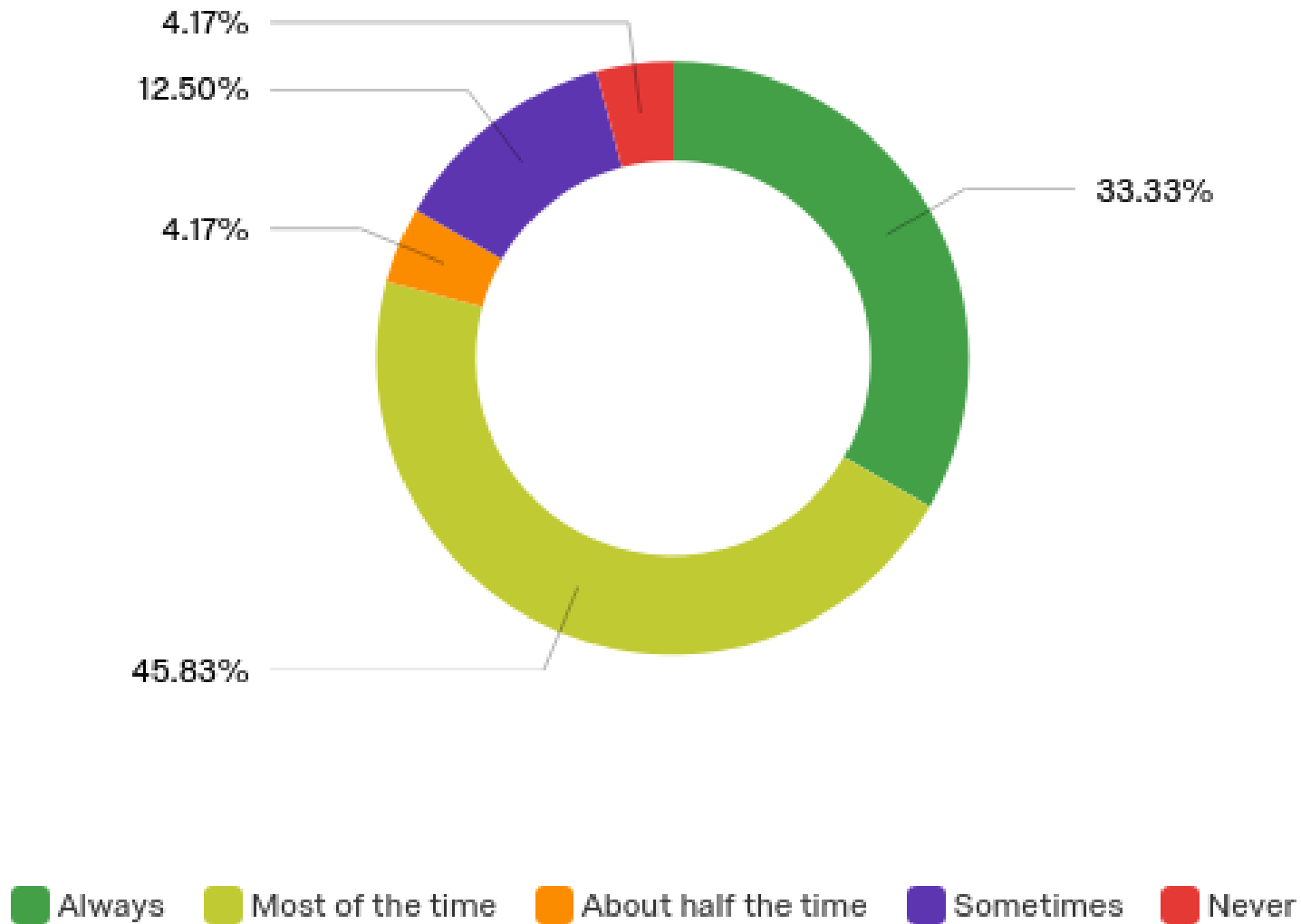
Event Operations

Product

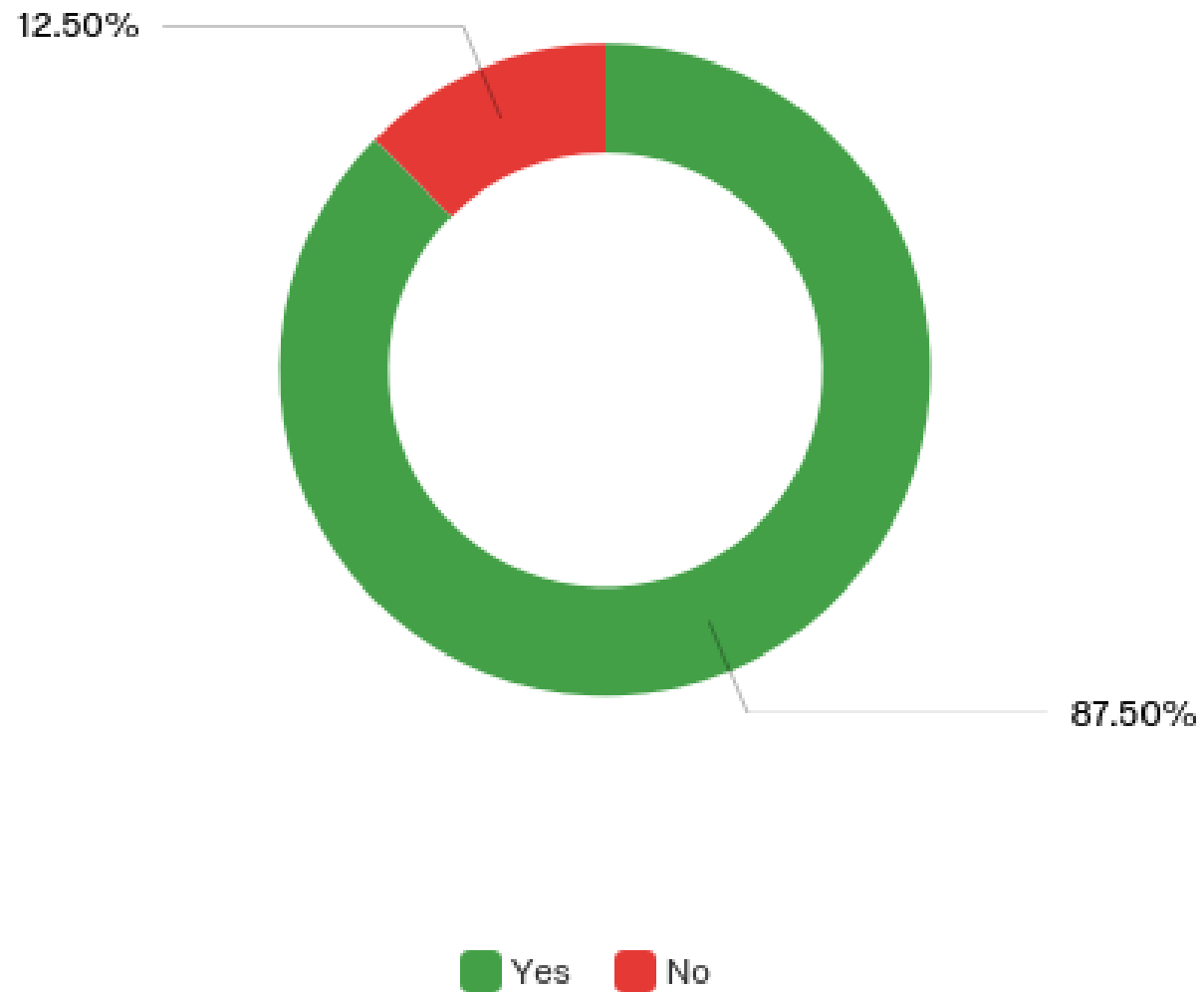
Q2. How happy are you with the Design Team as a whole?

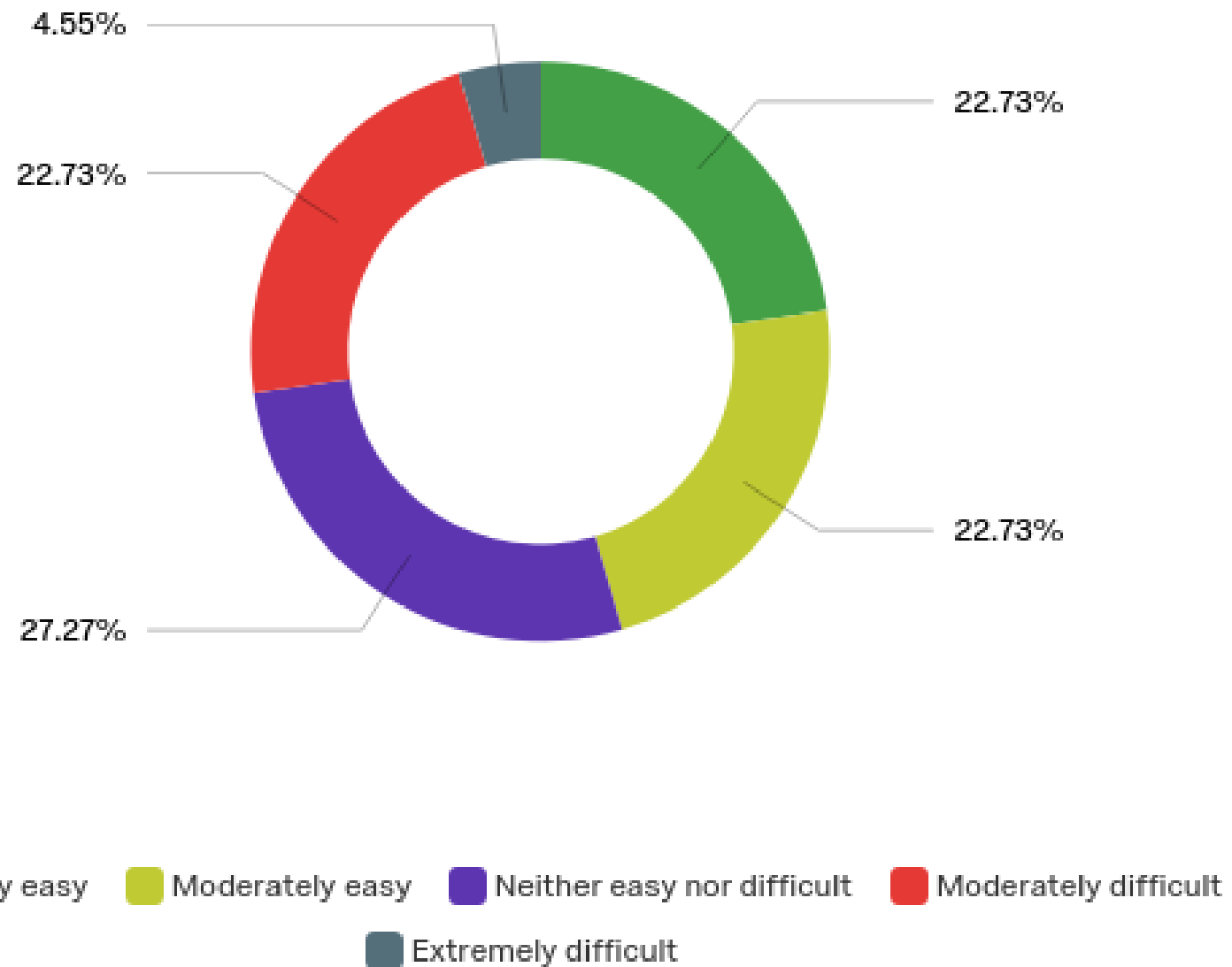
Q3. Do you feel you get good service delivery?

Always Most of the time About half the time Sometimes Never

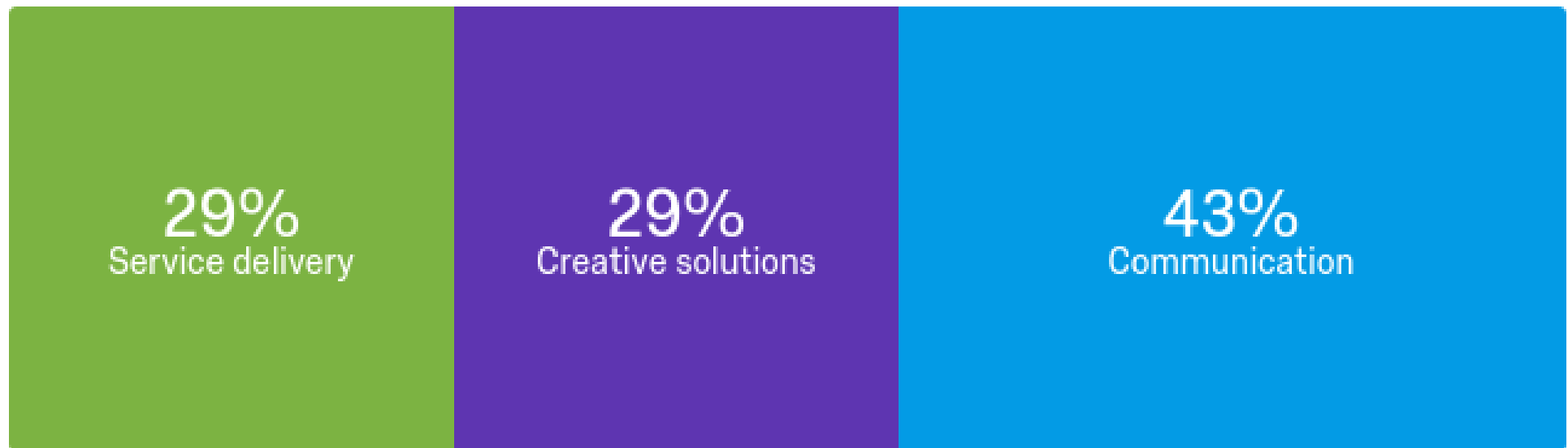
Q4. Do the Design Team produce new and exciting design solutions?

Q5. Are the Design Team approachable?



Q6. How easy is the booking system?

Q7. What is the one thing we could improve on in 2017?



Q8. Suggestions on how we could improve our service.

EVENTS

1. I think when a designer has recommendations for changing a design (which are often good/valid), or the copy content, it's best to have a face-to-face chat first rather than going ahead and delivering something that the marketer hadn't asked for.
2. Flexibility - events (especially conferences) are not always simple and are organic so constantly changing. Slight understanding and flexibility with amends would be helpful, as there will often be a few more small changes near the end. For example, more than 3 rounds or being willing to do small amends ad hoc.

EDITORIAL

1. I think that the design team could probably do some lunch and learns to show how other brands have worked with them successfully, and explain the process. I also think there should be a design amnesty, when the team take a look at each set of designs for a brand and think about whether they work together. Sometimes different people design different things for an event, subs marketing and so on, and it looks a bit of a patchwork quilt. I also see design teams not adhering to the brand guidelines, and I think they should be guardians of that above any other member of the team. I think now and again, you should look at brands and critique them in a session that's open to all people who work on that brand. That would show how you think about brands and the way you design them. Hope that helps.

CONF PRODUCTION

1. I have worked more closely with team this year and have found them excellent to work with. The work that has been completed has been superb. This is partly down to producers assisting marketing more with the briefs and having conversations with the design team - sometimes in the past things could get lost in translation. This is a marketing problem though - not a design team issue. Never have to book slots so unclear on that process. Is this something that should change? From HLG perspective, this has been a very good year from design perspective. So thank you.

Q8. Suggestions on how we could improve our service.

SUBS MARKETING

1. I have really liked the addition of Trello. I like that things don't get lost and I can track where they are. Sometimes it doesn't reflect the calendar though. I still find the calendar system quite tricky to navigate especially if work takes longer or if there was an issue with the initial booking. Also I use my diary for my planning and sometimes it can look chaotic trying to see what is going on with digital and design bookings in there.

SALES

1. I think communication is key and sometimes it is quite hard to get a hold of anyone other than through e-mail. It's always great to talk on the phone or face to face. I do think the ideas they come up with are amazing and make the brand stand out and a fantastic product to sell.

EVENT OPS

1. On occasion we receive designs updated with new logo and branding from previous years that don't have the text updates we request - reading the briefs in more detail would reduce the number of amends we have to pass back.

2. We often book in slots in advance and then drop the content in. We do this in order for us to plan, and also to make it easier for your team to know what's coming up. However, these are usually rejected as there is no content. But it is surely a better system and it ensures that when we have last minute things to add, or anticipate changes, there is already a slot booked in. If the design team is very busy, then they know that there is a slot booked, we know there is time available. Often for events there are last minute things, but if there isn't time already booked in, then the changes may not be made in time. Or it causes friction as we need it done and often will demand that it is done, despite there not being a slot there. Also I think the design team need to be more flexible and understanding of our situations sometimes. We try to do the same in return.

H1 2017 OKRs?

1. Team communication
2. Creative testing
3. Digital campaigns
4. Event website builds
5. Brand guidelines
6. New booking system
7. Full width microsite template implemented
8. NT Corp & CN Corp microsite