



THE DEFINITIVE GUIDE TO USING **Reviewr**

to Run Online Award Programs



THE DEFINITIVE GUIDE TO USING Reviewr

to Run Online Award Programs

Table of Contents

Introduction	2	Workflows	10
Game planning	3	Management	11
Marketing landing pages	4	Online review and ranking	11
Online nominations and submissions	6	Public showcase	12
Administrative dashboard	8	Results reporting	13
KPI's	8	Customer success	14
Communication	9		



Introduction

Reviewr is a web-based software used by organizations of all types to run award programs from start to finish. Our mission is simple: eliminate the clutter that currently is associated with these programs to provide not only a more streamlined process, but a more engaging experience for all participants. Ready to throw away your spreadsheets and online survey builders?

In this guide, you will learn about:

- Game planning.
- Marketing landing pages.
- Online nominations and submissions.
- Administrative dashboards.
- Online review and scoring.
- Results reporting.
- Public showcasing award recipients.
- Customer success.

There's a lot to cover, so let's get to it!



Game Planning

It should come as no surprise that before you even start setting up the Reviewr platform, **you need to have a plan in place**. If you were to take a cross country trip, would you hop in the car and plan your route as you go? Ok, fine - yes we've all done that, but have you seen National Lampoon's Vacation? Typically, you are going to get on Tripadvisor and pre-plan your trip by figuring out what route to take, what hotels you are going to stay at, and what the best restaurants are. The last thing you want to do is run out of gas in the middle of Nebraska and stay at the local bed and breakfast.

This same concept holds true when planning an award program. While you might think it's as easy as collecting nominations and picking your favorite, that's far from the truth. Before you can even begin, you need to start thinking about:

- How am I going to publicize and market the award?
- Where are people going to go to submit nominations?
- What type of data do I want to collect in the nomination forms?
- What type of reports will I want to run later?
- How long am I going to leave nominations open for?
- Am I collecting an entry fee? If so, how?
- How many reviewers will I need?
- How are they going to evaluate nominees?
- What does the award recipient receive?
- How do I publically recognize my award recipients?

The Reviewr App is an incredibly powerful tool that streamlines every element of an award, but it's not a wizard. While the Reviewr team is an expert in running awards and loves to share industry best practices, there needs to be a blueprint in place before the platform can do it's magic. Once the framework is in place, the Reviewr platform will streamline the process making the award program a success.

Long story short, think before you jump. A little planning goes a long ways. If all else fails, leverage the best practices from the Reviewr team and learn more about what Reviewr clients have done with their award programs that have made them so successful.

Marketing Landing Pages

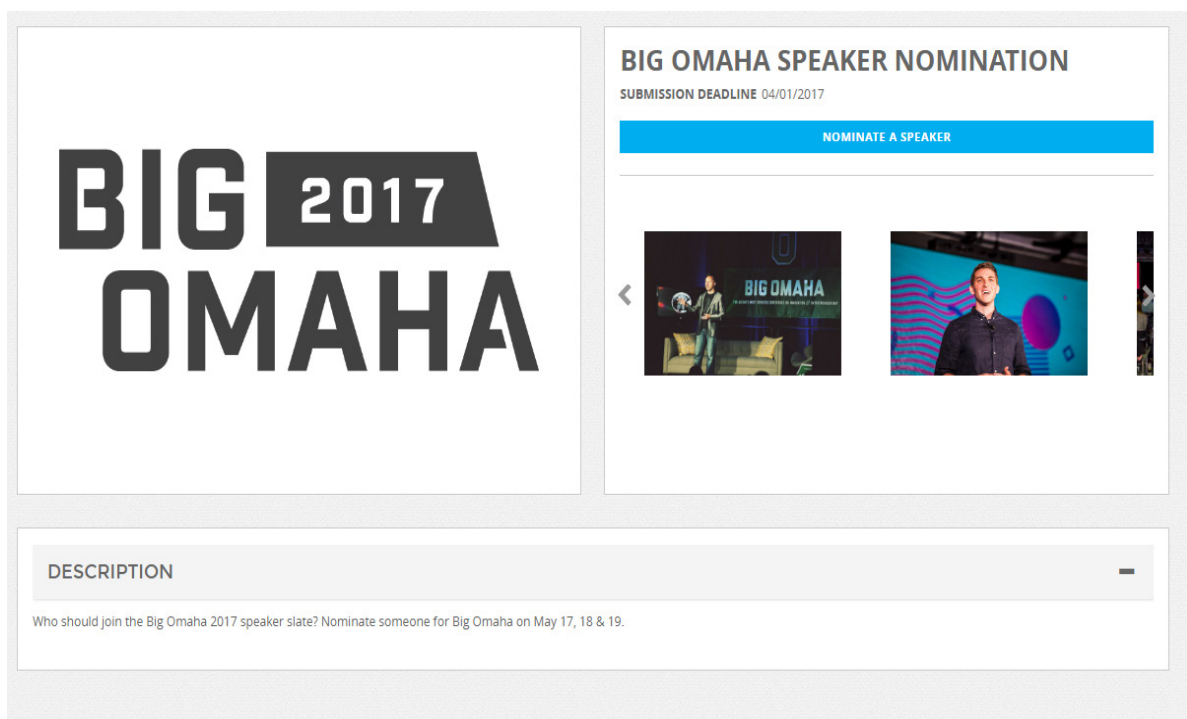
Once your game plan is in place, it's time to start marketing your award program. We've seen awards of all types, many of which are private to members and are referral based. Others are international awards open to the public. However, MOST of the time, there needs to be a landing page where at the minimum, people can submit their nominations.

At Reviewr, we like to provide numerous options, but more importantly, figure out what works best for YOU. Every award is unique, and each should have their own unique process. With Reviewr, you have 3 options.

- 1 - Turn-key marketing landing pages.
- 2 - Embedded submission process on your website.
- 3 - Fully white-labeled landing pages to match your branding and your websites domain name.

Turn-key marketing landing pages

This is the most common of the three choices. The Reviewr marketing landing pages are quick to set up and do not require any technical knowledge at all. Kinda nice not having to include your internal IT team huh? The landing page will include your branding, partner/sponsor logos, descriptions of the program, and of course a place for people to submit their nominations.



Embedded submission process on your website.

The screenshot shows the 43North website header with the logo and navigation links: ABOUT, PRIZES, NEWS & PRESS, EVENTS, VOLUNTEER, and FAQ. The main content area is titled "New to 43North?" and includes instructions for creating an account and submitting an application. A "Create an Account" form is visible on the right side of the page.

43NORTH ABOUT PRIZES NEWS & PRESS EVENTS VOLUNTEER FAQ

New to 43North?

Here, you'll provide a vision for your venture, including your business concept, target customers, industry overview, competitive landscape and revenue potential.

Please create an account and complete the application form.

You will have until May 31, 2014 at 11:59 p.m. Eastern Standard Time to create, edit and complete your application.

Questions? Please see our FAQ page, terms and conditions or email info@43north.org.

Good Luck!

Create an Account

Username

Password

Password (Re-enter)

First Name

Last Name

Submit

[+ Login to an existing account.](#)

43NORTH Our Blog Become a Sponsor Terms & Conditions Contact Us [Twitter](#) [Facebook](#) [LinkedIn](#)

While it's nice to not involve IT and have the ability to control your marketing landing page on your own, many organizations like to use their existing websites and then embed the submission process onto their own site. If that's the case, Reviewr will provide you with an `<iframe>` code that can be placed on your site that will embed the nomination form.

Fully white-labeled landing pages

Some of our customers prefer to have their internal (or outsourced) design teams work with the Reviewr staff to develop a fully white-labeled marketing landing page for an integrated user experience. In this case, the design team will provide Reviewr with the designs, and then the custom page will be set up using the ReviewrCMS.





Online nominations and submissions

Arguably the most important process in running an award program is collecting nominations. With Reviewr, we can completely eliminate the need for hard copy nominations being mailed and the random online survey builders that many organizations currently use. Collecting nominations can be a challenge in the fact that you want to capture all sorts of data while at the same time providing a simple process with low barriers for the submitter. So, how do you capture tons of data while making it easy for submitters?

Reviewr uses a “step” approach, that allows the submitter to save and work at their own pace and answer questions on separate pages. By making the submission form multi-step, it makes the overall process seem less intimidating. By combining great technology, auto-save functionality, and an aesthetic nomination form, your users will have no problem providing the data you desire.

Typically, there are three types of submission processes. 1) Nominating someone else, 2) Self nomination, or 3) a hybrid of both.

Nomination someone else:

This is one of the most common forms of submissions in an award program, and often done incorrectly. Remember, your nominators are doing this out of the goodness of their hearts. No one is making them sit in front of a computer and submit a nomination, so let's make this process simple. Far too often do we hear about nominators leaving as soon as they see the nomination form. To decide what data you want to capture, ask yourself, "what is the bare minimum needed to JUSTIFIABLY decide on an award recipient". Now that you have that answer, make it even more basic and, "Whala", theirs your nomination form. Reducing the barrier to apply is critical in the nomination process.

Self-nomination

While polar opposite to nominating someone else, self nominations are becoming increasingly popular. Why you ask? Because who knows more about themselves then the actual nominee? By doing a self nomination, you are ensuring the most accurate information is submitted. It also allows you to collect more data than from a volunteer nominator since the nominee themselves have more at stake.

Hybrid of both

This is a great model that combines the best of both worlds. The major benefit of the hybrid model is that it allows actual nominators to begin the process by selecting who they wish to nominate, but then allows the nominee to take over and actually submit the data that will eventually be judged. This is recommended because it provides increased user engagement by allowing others to submit a user friendly nomination, and provides greater accuracy about the nominee since it was submitted by them. Reviewr accomplishes this by triggering an automated email that gets sent to the nominee, letting them know they have been nominated. In this email, the nominee will click on a link and fill out their portion of the nomination form.

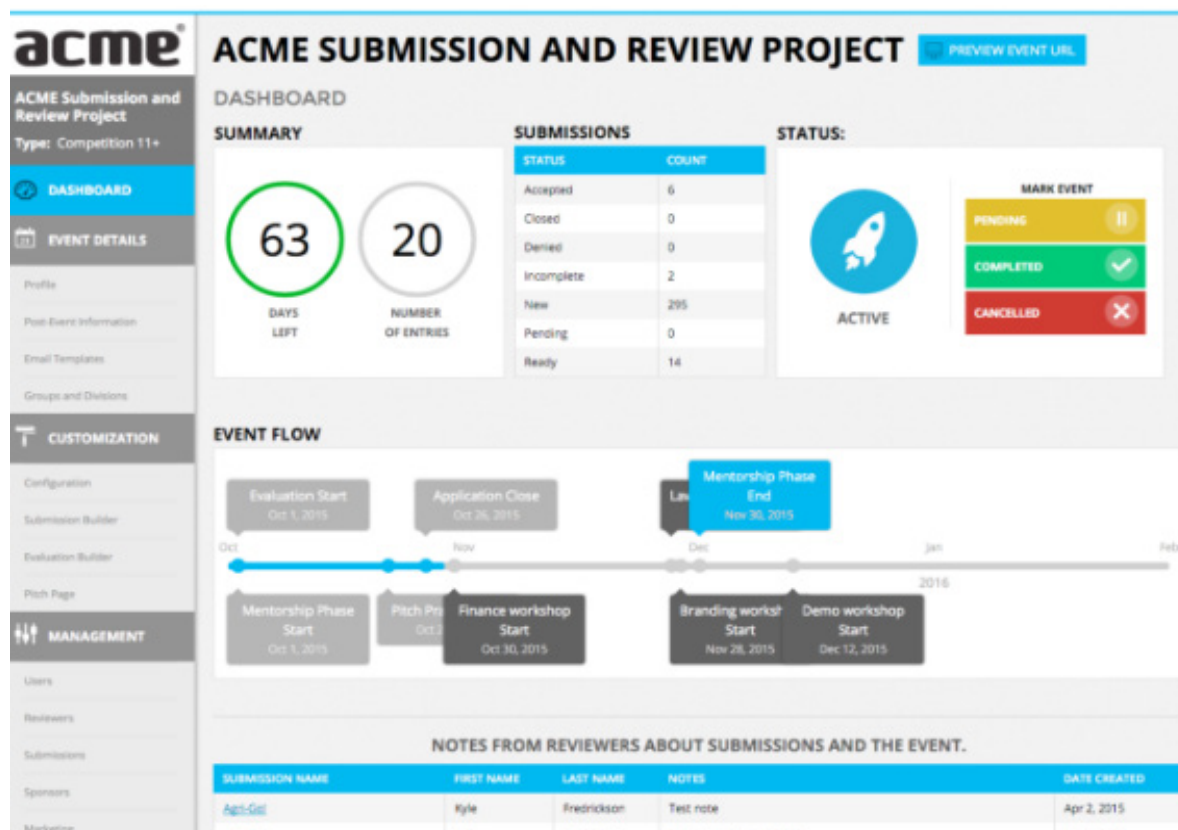
Administrative Dashboard

Reviewr allows award program managers the ability to manage every element of their award program on a single dashboard. Think of this as NASA's control center which controls things like communication, workflows, the management of submissions, and reports. Let's dig deeper to what you can do.

KPI's

The first thing presented on the dashboard are high level key performance indicators. The dashboard will show things like:

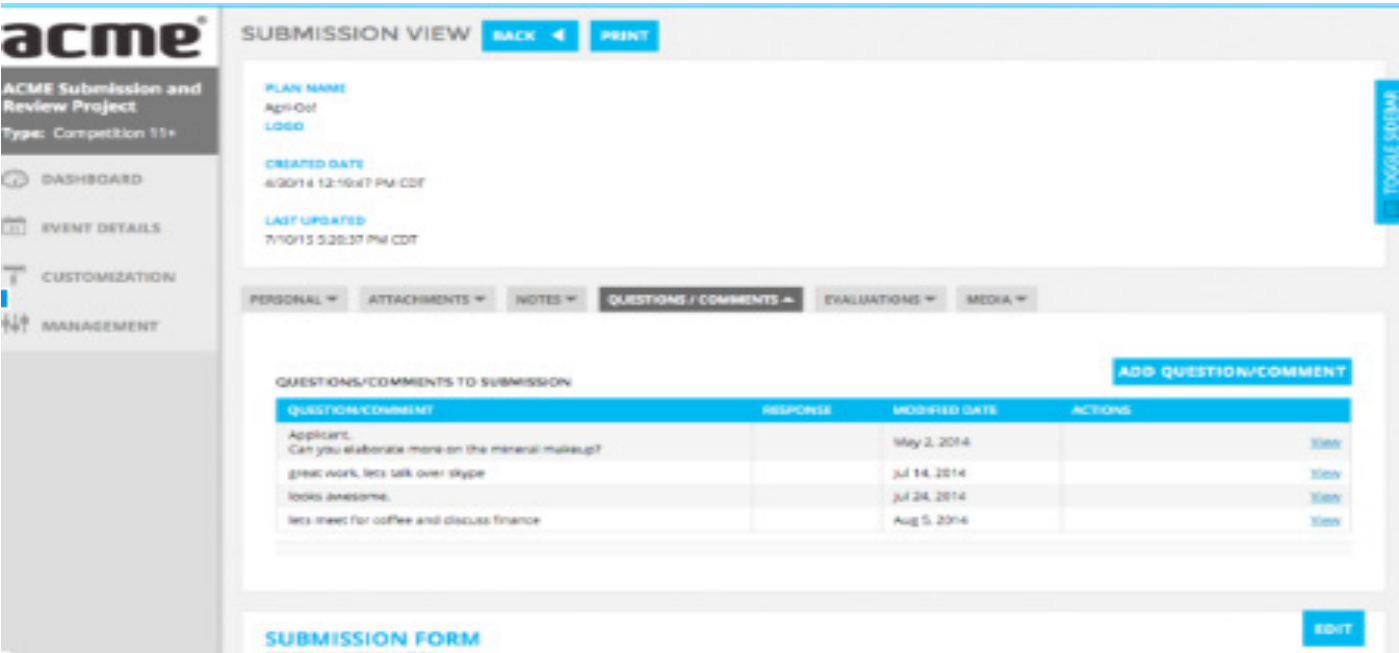
- How many days left until the submission period closes.
- How many entries have been submitted and their statuses.
- Key dates, deadlines, and milestones.
- Recent communication between team members.
- Recent communication between reviewers and the nominees.



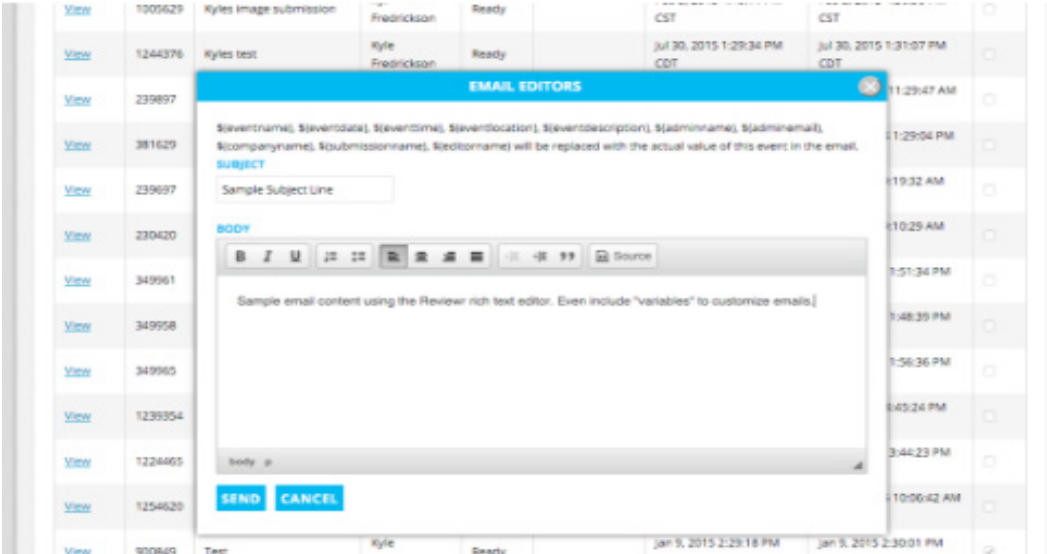
Communication

Reviewr has 2 forms of communication built into the platform, 1) Internal commenting and 2) outbound emailing.

The commenting system allows both program managers and the review team to leave comments about a specific submission. Comments are left as “notes” on the nominees accounts, and can be shared amongst review teams for virtual collaboration. For those that do feedback sharing, these comments can be shared back to the nominee for ongoing communication and personal growth. Comments often include both subjective text and quantitative scoring results.




The email system allows for program managers to select individuals, groups of people, and even everyone and send a personalized email. The rich text emails have customizable content, subject lines, and can even be branded. Program managers can specify a “from” email address and send emails from a specified address versus the generic, “noreply@reviewr.com”. Lastly, the Reviewr App has pre-defined email templates that can be customized for key actions such as nominee acceptance, denial, passwords, etc.



Workflows

A critical decision that needs to be made when running an award program is deciding on how many reviewers are needed, and how many nominees each will review. While there is not right or wrong answer, we typically recommend 5-7 nominees to each reviewer. This allows for fair averaging of evaluations to occur, as well as a manageable amount of work for the volunteer review team. So how does this pairing occur within Review?

The Reviewr App has a powerful feature known as “groupings”, which allow nominees to be categorized and then assigned for review. The process of assigning reviewers can be customized to fit the specific workflow needs of the award program. The assignment process allows entire groups of nominees to be assigned to entire review teams, specific pairings of individual reviewers to individual nominees, or a random assignment done through the automated assignment feature. The random assignment allows program managers to select a specific number of nominees (or reviewers) that each should receive, or set a minimum and maximum. Assuming there are enough reviewers and submissions, sit back and let the Reviewr App do the assignment for you.



ACME Submission and Review Project

Type: Competition 11+

DASHBOARD

EVENT DETAILS

CUSTOMIZATION

MANAGEMENT

MY SUPPORT

MY EVENTS

MY ACCOUNT

KYLE FREDRICKSON

LOGOUT

ASSIGN REVIEWERS TO SUBMISSIONS

Use the table below to set the reviewer assignments for the selected submissions. Note that this action will replace any existing assignments with the selections made in the table.

SELECTED SUBMISSIONS :AGRI-GOICAPTURE THISGAMEONE AM PRICELESSMJJM ENTERPRISESNATHAN'S LOYALTY SERVICES LLCPITCHBURNER LLC

REVIEWER NAME	
Devin Specht	<input checked="" type="checkbox"/>
Erin Carey	<input checked="" type="checkbox"/>
Kelsey Virus	<input checked="" type="checkbox"/>
Kyle Fredrickson	<input checked="" type="checkbox"/>
Nathan Jones	<input checked="" type="checkbox"/>

SET ASSIGNMENTS

CANCEL

SUBMISSION/REVIEWER ASSIGNMENT

Reviewers can be assigned to one or more submissions select "I would like to decide the functions available to help auto-assign submissions"

☐ AUTOMATICALLY ASSIGN ALL REVIEWERS TO ALL SUBMISSIONS

SUBMISSIONS

REVIEWERS

SUBMISSION NAME

REVIEWER COUNT

SUBMISSION NAME	DIVISION	REVIEWER COUNT	REVIEWERS	
Agri-Go!		5		
Capture This		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>
GameOn		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>
I am Priceless		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>
MJM Enterprises		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>
Nathan's Loyalty Services LLC		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>
PitchBurner LLC		7	Erin Carey, Devin Specht, Kaitlyn Noone, Ellen Peterson, Kyle Fredrickson, Nathan Jones, Kyle Fredrickson	<input checked="" type="checkbox"/>

Manually Assign Reviewers

GO

Management

Lastly, the dashboard has a series of management functions for many of the smaller, yet incredibly important nuances that go into running an award program. The dashboard includes things like setting dates and deadlines, changing marketing landing page content, managing submissions, managing reviewers, and all the reports you could possibly need.



Online Review and Ranking

What's an award program without some type of scoring or decision making process on who the award recipients should be? The Reviewr App has numerous ways of providing evaluations on a nominee, giving program managers all the quantifiable data needed for a justifiable decision.

Create custom evaluation cards that the review team can score side by side with the nomination. Evaluation cards can include drop downs, bubble choices, text fields, and even weighted scoring algorithms. Reviewers can work at their own pace with visibility about whether a specific nominee has been reviewed, is incomplete, or in progress. A ranking tool can also be used, that allows reviewers to rank a nominee amongst the other nominees.

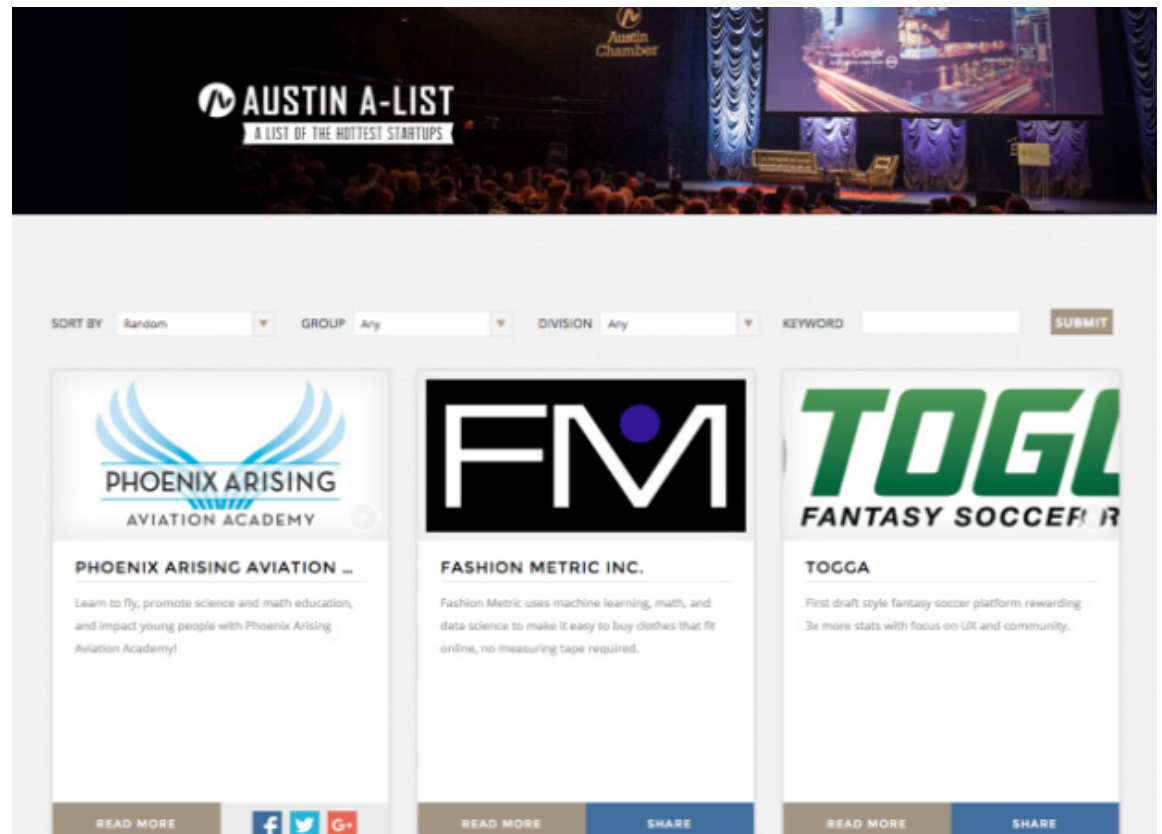
The screenshot displays the 'SUBMISSION VIEW' interface for 'acme'. The left sidebar contains navigation links for 'ACME Submission and Review Project', 'Type: Competition 11+', 'SUBMISSIONS', and 'PROFILE'. The main content area is titled 'SUBMISSION VIEW' with 'BACK' and 'PRINT' buttons. It includes 'Instructions to Reviewer' with a thank you message for serving as a reviewer for the 'PitchBurner competition!'. Below this are steps for reviewing submissions and a 'PLEASE NOTE' about a two-hour time limit. A 'Reviewer Resources' table is shown with columns for 'NAME' and 'DESCRIPTION'. The table contains one row with 'test' in both columns and a 'Download' link. Below the table is a 'Recommended Q&A No.' section. At the bottom of the main content area are tabs for 'ATTACHMENTS', 'NOTES', 'QUESTIONS / COMMENTS', and 'MEDIA'. The right sidebar features sections for 'KEY ACTIVITIES', 'COMMENTS', 'KEY RESOURCES', 'COMMENTS', 'KEY PARTNERS', and 'COMMENTS'. Each of these sections has a row of 10 numbered buttons (1-10) and a text input area for comments.

NAME	DESCRIPTION
test	test



Public Showcase and Voting

Publically recognizing award recipients not only brings publicity and celebration to the nominee, but is also a great marketing tool for the overall award program. The Reviewr public showcase team displays specific content from the nomination form such as names, descriptions, text areas, images, and even videos. For some awards, enable an audience vote as another form of voting and additional data capture. When using public vote, users will login prior to voting to ensure voter integrity, and also the ability to track voter information. Leverage social sharing for increased visibility.





Results Reporting

Once evaluations are completed, it's time to run reports and analyze the results. The Reviewr App provides automatic tabulations based on the evaluation cards submitted. This means that program managers in real time can view how each nominee was evaluated, total scores, and average scores. By filtering from highest to lowest, quantitative decisions can be made on who award recipients should be.

The screenshot displays the Reviewr app interface for managing submissions. The top navigation bar includes links for 'MY SUPPORT', 'MY EVENTS', 'MY ACCOUNT', 'KYLE FREDRICKSON', and 'LOGOUT'. The main header shows the 'reviewr' logo and a 'HELP' button. The sidebar on the left contains a 'DASHBOARD' button and a list of navigation options: 'EVENT DETAILS', 'CUSTOMIZATION', 'MANAGEMENT', 'Users', 'Reviews', 'Submissions', 'Sponsors', 'Marketing', and 'Reports'. The main content area is titled 'MANAGE SUBMISSIONS' and features a 'MANAGEMENT' tab. Below this, there are filters for '1. GROUP' (Group A) and '2. SCORECARD' (Business Canvas Scorecard). A search bar with 'SUBMISSION NAME' and 'JUDGE NAME' fields is present, along with 'SEARCH' and 'RESET' buttons. The table below lists submissions with columns for 'ACTIONS', 'Submission Name', 'GROUPS', 'JUDGES', and 'Average Score'. The table data is as follows:

ACTIONS	Submission Name	GROUPS	JUDGES	Average Score	
View	Team Pro-Bless	Group A	Devin Specht: 56 Ellen Petersen: 48 Erin Carey: 74 Kyle Fredrickson: 30	51.250	<input type="checkbox"/>
View	GameOn	Group A Group B	Devin Specht: 53 Ellen Petersen: 74 Erin Carey: 50 Kaldyn Noone: 26 Kyle Fredrickson: 35 Kyle Fredrickson: 54 Nathan Jones: 02	51.000	<input type="checkbox"/>
View	MJM Enterprises	Group A	Kyle Fredrickson: 28	28.000	<input type="checkbox"/>
View	Ag1 Sol	Group A Group B Group C	Devin Specht: Not Started Erin Carey: Not Started Kelsey Virus: Not Started Kyle Fredrickson: Not Started Nathan Jones: Not Started	None	<input type="checkbox"/>
View	Capture This	Group A	Kyle Fredrickson: Not Started	None	<input type="checkbox"/>

Customer Success

We were built by you. Yes, that's right, you. The hundreds of thousands of users that pass through the Reviewr App control what features are built and help us better serve you. We're here for you. Our team is dedicated to your success and want to help in any way possible. Not only will we go through a comprehensive onboarding process, but we will also provide to support to all the users using the Reviewr App. Lastly, we love to share the data and best practices that we have accumulated by running awards of all types and sizes.