

# #StudyatIBSBFSU Video Contest Guidelines

## A. About the Contest:

IBS.BFSU is a place where every student is able to create, think, and lead and a place where each individual is expected to make difference. We believe through attending lectures, joining organizations or participating in other activities, each of you has a way to make your time at IBS.BFSU wonderful.

We expect to know how IBS.BFSU be like in your eyes. Thus, it's time for you to grab your phones, cameras, or go-pros, and make a video showcasing your story with IBS.BFSU and share your video with your friends on social media platforms.

## B. Eligibility

The contest is open to ALL foreign students at IBS.BFSU (degree programmes and non-degree programmes).

It is a compulsory event for students who won a scholarship this year.

## C. Topics to Choose

### a. For the first-year students (2022 Spring and 2022 Autumn):

- **“Why IBS.BFSU”**

In the video, you may want to talk about: why you choose to study in China; why you choose BFSU and IBS; what you received and learn especially during the orientation week; expectations for future life here...

- **“Tips for IBS.BFSU Application”**

In the video, you could go through your application process, including, how you know about IBS.BFSU; how you prepared the application materials; suggestions for prospective students...

### b. For the senior students (undergraduates in the second year or higher and graduates in the second year)

- **“What is it like to study at IBS.BFSU?”**

Answer the question in your video. You may want to mention an impressive module; your favourite prof.; or what you learn and gain from IBS.BFSU; how you apply what you learn in life or work. You may also want to make a comparison between the previous thought and perceptions of your major with the current ones. If you won a scholarship, you could also mention why and how you got it.

- **“To my past self”**

Do you have any regrets or is there anything you regret not having done earlier during your time in IBS.BFSU? Or did you make any choice that brought you satisfying results? Now you are more familiar with IBS.BFSU. What would you like to say or suggest to your past self as a new student?

- **“Me, as an intern”**

If you have internship experience, you can share through the video: how to write a CV, how you found the internship; why you chose this internship; internship interview tips, your tasks as an intern; what skills you have to help you do your job better; things you have learned through the internship, etc.

**c. For non-degree programme students**

- **“Getting a certificate in IBS.BFSU”**

In the video, you can talk about: why you chose Business North, interesting courses, surprises in your studies, what you have learnt and how this knowledge and skills will help you in the future, etc.

## **D. Video Requirements**

- All videos should be no more than 2 minutes in length
- Please ensure that there is clear audio and that the video quality is high resolution
- Videos should be oriented horizontally (16:9)
- Please use provided [intro](#) and [outro](#) templates. (Click to download)
- Please add the logo of IBS.BFSU in the top right-hand corner of your video. ([Download here](#))
- Please introduce yourself, including your country, major, and the year of entry at the beginning of your video. Please mention you are from the International Business School of Beijing Foreign Studies University.  
(For example: Hello everyone! This is Tori, from IBS.BFSU. I am Chinese, majoring in Finance. I have studied at IBS since 2021.)
- Language: Chinese or English
- You may want to use your mother tongue in the subtitle

## **E. Entry Requirements**

- **To entry:**
  - a. Please follow any account of IBS.BFSU on Twitter, Facebook, and Instagram.
  - b. Please like and repost our post on this event. (Twitter: @ibsbfsu/@studyinibsbfsu, Facebook: @ibsbfsu/@studyinibsbfsu, Instagram: @ibs.bfsu/@studyin\_ibsbfsu)
  - c. Fill in **the registration form**  
(You will get access to the registration form by scanning the QR code in the event our poster clicking the linktree in our bio).
- **Post your video:**
  - a. Please post your video on any of the following platforms: Twitter, Facebook or Instagram.  
(You also could post on three platforms)
  - b. Please mention the account of IBS.BFSU in the caption of your post
  - c. Please use following tag #studyatibsbfsu #ibsbfsu #loveIBS #studyinchina
  - d. Please mention five friends who also follow IBS.BFSU
- **Post Time**

The first-year students and all non-degree programme students:  
15<sup>th</sup> September-30<sup>th</sup> October 2022

The senior students:

15<sup>th</sup> August-30<sup>th</sup> September 2022

● **Results Submission**

Please provide the following information to [studyatibsbfsu@gmail.com](mailto:studyatibsbfsu@gmail.com) by the specified date so that we record the likes and comments your post have. Please kindly set your account to a public one before we release the prize list.

- ✓ Name
- ✓ Country
- ✓ Student Number
- ✓ The topic of your video
- ✓ Scholarship winner or not
- ✓ URL of your post
- ✓ Download link to your video

Send an email by:

The first-year students and non-degree programme students: 30<sup>th</sup> November 2022

The senior students: 30<sup>th</sup> October 2022

**F. Judging Criteria**

IBS.BFSU will evaluate all the video posts from three aspects: **entry eligibility, quality of the video, and popularity value of the post.**

- a. **Entry Eligibility:** Follow the account of IBS.BFSU and finish the registration form. Post and send the email before the DDL
  - b. **Quality of Video:** The video should be in line with the topic you choose. The content is expected to be vivid, positive, logical, and real. Sensitive content should be avoided. The panel will also score the quality of audio and definition of images.
  - c. **Popularity value:** The value is the number of likes + valid comments your post receives on the platform (Instagram, Facebook, and Twitter only). Valid comments are the ones from other users and don't include the author's own replies. If you post on more than one platform, then the popularity value is the total number of likes and valid comments your post gain.
- The total score of all the eligible entries is calculated based on: Quality of the video (50%) + Popularity of the post (50%).

**G. Prize categories:**

**Money prizes** will be awarded to the top video entries. The video must have a minimum of 50 likes and no less than 10 valid comments in principle to win the prize.

We set:

**1<sup>st</sup> place-5<sup>th</sup> place** and encouragement prize for this contest.

\* Scholarship students are required to collect at least 30 likes and 5 valid comments. Otherwise,

the award for scholarship will be affected.

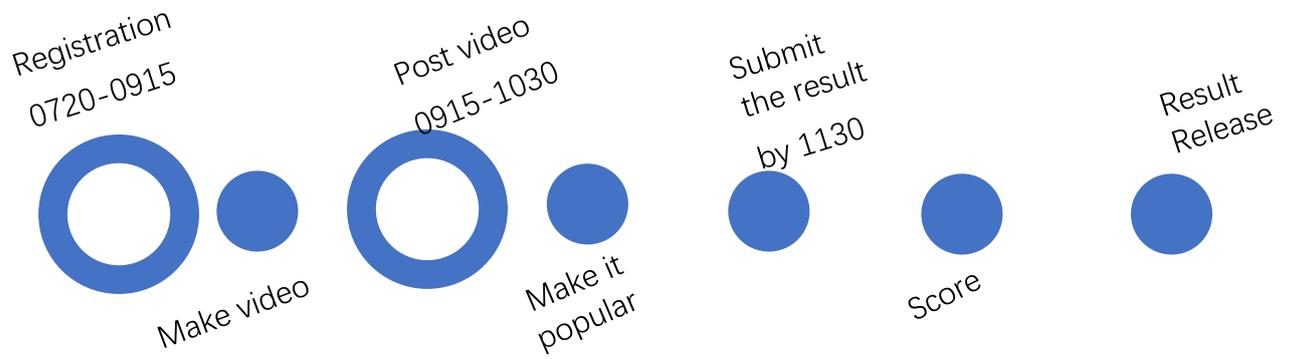
#### **H. Announcement:**

We will announce the winners on the official social media accounts and will also notify the winners by email, so please follow the updates on our account.

#### **I. Other Rules and Regulations**

- The submitted video must be an original work without copyright infringement. If a third party owns any materials, and the materials are used in the video, the entrant must seek relevant written consent from the owner before use. Otherwise, the entry will be disqualified, and the contest-winning result might be revoked. IBS.BFSU has no liability concerning the entrants' submitted videos.
- Copyrights of all submitted videos belong to IBS.BFSU. IBS reserves the right to: use the submitted videos for non-profit making purposes; to edit, translate, adapt, use, copy and distribute all or parts of the content without getting consent from the owner or paying any fees to the entrants.
- In case of disputes, IBS.BFSU's decision shall be the final decision.
- IBS.BFSU reserves all rights to amend the terms and conditions and rules and regulations of the competition without prior notice.
- Personal information provided by entrants would be used for the competition only.
- Entrants will automatically accept the above terms and conditions once a video is submitted via email.
- If you have any questions, please feel free to write email to: [studyatibsbfsu@gmail.com](mailto:studyatibsbfsu@gmail.com)

**Appendix I: Timeline of the event**  
**(for the first-year and non-degree programme students)**



**Appendix II: Timeline of the event**  
**(for the senior students)**

