



## **Student Membership Promotion Video Competition**

**Fall 2020**

As a student at any school in BC or the Yukon, you are invited to enter this competition to produce a short video to be used in the promotion of CPHR BC & Yukon Student Membership, aimed at attracting prospective student members. The winning videos will be awarded a prize and be used by the association\* as part of their marketing and communications initiatives ... not to mention bragging rights!

### **Prizes**

1<sup>st</sup> Prize: \$400

2<sup>nd</sup> Prize: \$150

### **Details**

- a) The video should convey the reasons why a post-secondary student (interested in the field of HR) should join the association as a Student Member. It should be compelling and inspirational, including key information you deem to be relevant to engage the target audience.
- b) It is intended that the video would be used in multiple settings such as during class presentation and talks, social media, used by faculty & HR clubs, as a link on the CPHR BC & Yukon website etc..
- c) The video should be generic enough to be used in any school in BC or the Yukon i.e. it should not explicitly feature or mention any one institution or program (by name or logo etc.). i.e. it should be universal.
- d) The final video should be a maximum of 90 seconds long (no minimum).
- e) An entry can be from an individual or a team with a maximum of 3 named participants. (You may use assistance from outside of the team of course, but others would not be recognized as team members). At least 2 members of any team must be Student Members (or New Graduate Members) of CPHR BC & Yukon at the time of entry.
- f) There is no limit on the number of submissions from any one school or team.
- g) Entries should be submitted by providing a link to a service (such as Google Docs, Dropbox or similar) housing your final video, allowing it to be downloaded by CPHR BC & Yukon. Popular video formats such as MP4 and MOV are permissible. Also include your school, team name, and names/emails/phone numbers of those on the team. Send the above information via email to [tread@cphrbc.ca](mailto:tread@cphrbc.ca) FAO: Tim Read, with 'Student Membership Video' in the subject line.
- h) You may not share or make the video public unless permission is granted to do so by CPHR BC & Yukon.
- i) CPHR BC & Yukon becomes the rights owner of all videos submitted and has the right to use and edit them for promotional purposes. \*A video submitted may be used in whole or in part by CPHR BC & Yukon, whether it is a winning submission or not. By making an entry you agree to provide any original source material/files on request from CPHR BC & Yukon.
- j) Judging will be done by members and staff of CPHR BC & Yukon, based on the overall impact, message and look/feel of the video.
- k) There is no fee to submit an entry.
- l) Questions can be sent to [tread@cphrbc.ca](mailto:tread@cphrbc.ca).
- m) The deadline for entry is Friday October 30<sup>th</sup>, 2020.

Good luck!