

# Best Society Promotional Video Application Form

* All application forms must be typed. Handwritten applications will not be accepted
* A copy of this application form must be uploaded as per instructions.
* Text boxes will extend as you type and where word limits exist it is clearly stated. Adjudicators have a lot of material to read so concision in answers is appreciated. Remember adjudicators awards marks for facts above all else so make use of bullet points, etc. when appropriate.
* Please read through the nomination form in its entirety before filling it out in order to avoid repetition of material.
* Save the application as a PDF for uploading.
* Please note all videos must be entirely created by a member or members of the society and may not be from an outside videographer or professional company.
* There is a **five minute time limit** on video length and you can submit a copy by providing a digital link or a copy of the video on a USB drive. If submitting on a link you must ensure the correct permissions have been allowed so that the adjudicators can easily access the video.

# Marking Scheme

The marking scheme consists of a total of 100 marks. This is divided as follows:

* **Visual Impact**(*20 Marks*),
* **Informational Content**(*15* *Marks*),
* **Originality** (*20 Marks*), and
* **Content & Purpose** (*20 Marks*),
* **Success** (15 *Marks*)
* **Discretionary Marks for Overall Impression**(*10 Marks*).

**GOOD LUCK!**

| **Name of Society** |
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| **College/Campus** |
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| **Name of person submitting** |
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| **Phone Number** |
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| **Email Address** |
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| **Title of video** |
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| **Name of those involved in the filming and editing of the video and their relationship with the society** |
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| **Please detail the society’s aims and objectives.** |
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| *Tips: These should be the aims and objectives as outlined in the society’s constitution.* |
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| **Please detail the success of the video. (Max 600 words )** |
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| *Tips: This answer should cover if the video achieved the aims of the video (i.e. to have more people attend the event, to increase membership, etc) and it should quantify that success with evidence. Include how many views it got, how many shares it got and if any media took it up.* |
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| **Any Other Information which you believe should be included.  (Max 200 words)** |
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| *Note: There are no marks for this question, it is merely for crucial information that you feel is of vital importance to your application. It is not necessary to fill in this box. You can describe some of the filming details here if your wish.* |
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* **Please note there is no portfolio or interview needed for this award though a copy of the video must be submitted.**