



ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

Number : 022/OR/ALt/PRMDEPT/ALSAIB/V/2019
Concerning : Invitation to ALSA International Video Competition 2019

13th May 2019

Dear NB PRM Officers,

This letter serves to inform you that the registration for the inaugural ALSA International Video Competition 2019 has been open until **24th May 2019**.

The goal of this video competition does not only aim to promote ALSA, tell who we are, and what we do, but also to encourage those who have not known ALSA yet to join our association. Further details of the competition are as follows:

General information:

- Team-based competition: the team members may consist of members from one National Chapter or different National Chapters;
- Form of the Video: not limited;
- Length: 5-8 minutes;
- Registration period: 13th - 24th May 2019;
- Submission date: 24th July 2019;
- The participants may ask for assistance from the PRM Department of ALSA International Board if they need any contact or information → in the case they wanted a footage of any specific events, photos, materials, etc.;
- The video shall contain an overview of ALSA Organisation, Events, and other details. All the said information can be found on the website;
- Footage of behind the scenes is required for transparency purposes.

Please keep in mind that this video will be used as the main ALSA's Promotional Video, high standards and quality are expected in this case



ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

Rules:

- All the team members must be ALSA members;
- Format for Title: [ALSA VIDEO COMPETITION] <Video Title> | <Team name> | <NC>
- Add a hashtag **#ALSAvideocompetition2019**;
- Video must not contain all of the following: racial slurs, pornography, violence; in any kind of form, or any other actions/language that can be deemed as inappropriate, failure to comply would result in disqualification;
- Any use of official songs/copyrighted tracks must include a **credit** to the original writer/singer (to avoid the video from being muted);
- Video **must not** have been published, submitted or used for competitive purposes before;
- By entering this competition, you give the right to ALSA International to use your video under any circumstances.

Procedures for joining the competition:

1. Form a team of 3-5 members;
2. Submit your team information in the google form provided:
<https://forms.gle/jFKBuCpKT8RZWxxE6>
3. Upload a video on YouTube with the title format given above (along with the hashtag) and set it to public;
4. Promote your video in any social media that you would like;
5. The International Board will review your video;
6. The announcement of the winner will be at ALSA Forum Cebu 2019 (Video will be shown at the Welcoming Party/General Assembly);
7. The winner shall submit their video to dir_mo@alsainternational.org;
8. The video will be used until the next competition.

Judging criteria:

1. Content 70%
 - Creativity
 - Technical ability
 - Persuasiveness of the video
 - Relevance
2. Popularity 10%
Public (Youtube and Facebook only)
 - Number of likes



ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

- Number of shares
 - Number of views
3. Preference of International Board (both officers and directors) 20%
(average of overall score after International Board have reviewed the video)

Prizes:

- 1st place: 150 USD + Formal pens
- 2nd place: 100 USD + Formal pens
- 3rd place: 50 USD + Regular pens

Remark: The prizes will be given to the contacted person of the team at ALSA Forum Cebu 2019 and all the participants will be receiving a certificate for participation.

Please kindly disseminate information about this competition to your respective members. If any inquiries arise, please do not hesitate to contact the Director of Media and Operaiton at dir.mo@alsainternational.org or me at vp_prm@alsainternational.org.

Thank you and ALSA Always Be One!

Respectfully Yours,

Thanintita Pasupa

Vice President of Public Relations and Marketing

Asian Law Students' Association

International Board

2018/2019