



Caselt University Introduction Contest

As Caselt 2022 is coming up in a few months, the Caselt organizing committee is excited to connect competitors with each other through our University Introduction Contest! This is an opportunity to introduce the rest of Caselt and fellow competitors to your team, your university, your home and your culture. Your video can be as serious or as fun as you would like, and feel free to get creative on how you showcase your entire team.

Please ensure that your team follows the applicable health and safety guidelines when filming this video.

This video is required and will also be available to competitors and stakeholders as a part of the welcome package.

Video Content

- Introduce your team and your university/city.
- Your video must range from 40-50 seconds.
- Your video should be submitted in a landscape format.

Submission Guidelines

- Submissions should be sent in by January 26, 2022 at 11:59 PST.
- Please upload your video to Google Drive and email the link to caseit@sfu.ca.
- Only one team member needs to submit the team video.
- In addition, you may provide your social media usernames: University Instagram, Facebook pages, or personal accounts if you would like to have tagged in the video.

Contest Details

- For each university's video, the contest will run for 2 weeks after it is uploaded onto Caselt's Facebook & Instagram pages.
- Team Hosts will inform their respective team of their contest end date.
- The winner will be announced during the competition week.
- The team with the most points by the end of their contest date will win a surprise prize!

How to Earn Points

Your video will be judged based on a point system by including the stated video elements, and the social engagement it receives in likes, comments, shares on the videos that will be originally posted on Caselt's social media. The following section on the next page will explain how these points will be rewarded.

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Video Content Points

- 4 points each.
 - All competitors are in the video.
 - Each competitor introduces themselves. (eg. name, concentration, faculty etc.)
- 1 point each.
 - Introduce your university.
 - Unique ending!
 - Include a team photo in your submission.
 - Share your team's favorite activity after case practice!
 - Each competitor showcases an example of their favourite part of their school, culture, city or their favourite activity (eg. food, landmarks, traditions, music or art).
- 2 points per team member.
 - Follow CaseIT on Facebook, LinkedIn, and Instagram.

Social Engagement Points

- 3 points
 - 1 Instagram or Facebook story share*
 - Must tag @caseitsfu on either social media channels
 - If your account is private, please send us a screenshot of your story and direct message us so that we can document your points.
- 2 points
 - 1 Facebook like on the video*

* This only applies to competitors or non-competitors sharing the original video posted on the CaseIT Instagram or Facebook page.

Video Content Rules & Guidelines

- Violence, profanity, alcohol, and otherwise inappropriate behaviour or language is not permitted in the video.
- As this video is a reflection of your university and CaseIT MIS Case Competition, we ask that the video is done in a respectful and appropriate manner.
- Keep in mind this video will be available and shown to industry professionals, sponsor representatives, faculty guests and displayed on CaseIT social media platforms.
- Please follow your local health guidelines around COVID-19 when filming your videos.
- No inappropriate comments or shares on the contest post and videos are allowed from competitors.

If you have any questions or concerns about submitting your video please email caseit@sfu.ca or your respective team host.