

Guidelines & Judging Template – St. FX Spotlight Series Video Competition

Some entrepreneurial skills:

LEADERSHIP, ORGANIZATION, TIME MANAGEMENT, TEAMWORK, SHOWING INITIATIVE, SELF-SUFFICIENCY, MANAGEMENT, RESILIENCY, SELF-REFLECTION, COMMUNICATION, NEGOTIATION, ETHICAL STRATEGY

Video submission examples:

- Business owner focus:
 - Format: Introduction, interview with local business owner, conclusion
 - Content: Highlight the skills they employ to be successful in Antigonish, their journey as an entrepreneur...etc.
 - Creativity: Setting of video, sounds or music in video, editing
 - Relevancy: Local business and local market

- Society/group leader focus:
 - Format: Observing the person with permission, narration
 - Content: Display first-hand the skills the person is using to improve their entrepreneurial skillset
 - Creativity: Various locations and settings
 - Relevancy: Local group or society and the transferable skills employed to be successful in their group and in the business community

- Friend or classmate focus:
 - Format: Rant with friend walking through campus or town
 - Content: Dialogue either directly or indirectly highlighting the transferable skills required to be a successful entrepreneur
 - Creativity: Use of props, reference materials
 - Relevancy: Friend or classmate, operating locally, to display the skills required to be a successful entrepreneur

Title	Criteria		
	1 point	2 points	3 points
Content Quality 50%	<ul style="list-style-type: none"> • Video has some content highlighting entrepreneurial skills • Features some facts and figures as evidence 	<ul style="list-style-type: none"> • Video has good content highlighting entrepreneurial skills • Features good facts and figures as evidence 	<ul style="list-style-type: none"> • Video has excellent content highlighting entrepreneurial skills • Features many strong facts and figures as evidence
Originality & Creativity 30%	<ul style="list-style-type: none"> • Some attempt to be creative and capture viewers' attention • Video is somewhat original 	<ul style="list-style-type: none"> • Good attempt to be creative and capture viewers' attention • Video is original and effective to communicate a message 	<ul style="list-style-type: none"> • Excellent effort to make a creative video and capture viewers' attention • Video is original and has a unique way of communicating a message
Relevancy 20%	<ul style="list-style-type: none"> • Video has some ties to the local community 	<ul style="list-style-type: none"> • Video clearly has ties to the local community 	<ul style="list-style-type: none"> • Video goes above-and-beyond to outline skills and considerations in the local community