



Competition Guidance

30 Seconds Video Task: I chose a BTEC Higher National because...

Pearson Higher Education Qualifications (HEQ) are inviting **BTEC Higher National students and alumni** to take part in this exciting video competition!

The final video will be featured on our [Pearson Qualification Website](#), and will promote the benefits of undertaking a BTEC HNC and/or an HND. Students will have the chance to give real insights into what studying their Higher National course is like, and how the qualification has helped their academic and professional career.

We will award a £50 Amazon voucher to the top 10 student videos we receive. Not only that - your students will have the opportunity to have their work shared on a **global platform** and the chance to be part of a Pearson promotional campaign! Getting involved in this competition will be a great opportunity for your students to promote the great work that your centre is doing, and **the great student experience you are providing.**

What your BTEC HN students need to do

- Create a video, no longer than 30 seconds
- The content needs to be relevant to your students' experience on their BTEC Higher National course, and should preferably feature some of their chosen pathway
- Use of a professional camera is welcome, but not necessary. Students can use smartphones or tablets, as long as the quality of the video is not compromised
- Encourage your students to be creative in their approach to the production of their video

Criteria For Winning The BTEC HN Video Competition

We are looking for enthusiastic students who would like to share their BTEC Higher National experience with the world. The selection criteria will include:

- Content relevance
- Originality
- Professionalism
- Creative/appropriate use of location
- Expresses the diversity of both HN subjects and students' place of study
- Quality of the video
- Quality of the audio

Video Competition Guidelines

- The video should start with **“I chose a BTEC Higher National because...”**
- The following questions should be used as a guideline for the content of your video:
 1. *Why did you choose a BTEC Higher National?*
 2. *What is the best feature of your BTEC Higher National course?*
 3. *How will this course help you in your future career?*
 4. *If you were talking to a prospective BTEC Higher National student, how would you promote the experience of studying a BTEC Higher National?*
- **The video must be shot in landscape (horizontal)**
- The video must only include yourself and must not include anyone else
- The video must be no longer than 30 seconds and must be supplied in MOV, MPEG-4, or WMV format.
- You must be looking at the camera
- Be as candid and informative as possible
- Do not be too centre-specific, the aim is to showcase your own experience and what you value about your BTEC Higher National course
- Videos must not feature any copyrighted 3rd party music, SFX, VFX, graphics, photography or other elements. If copyright infringement is suspected, we may ask entrants to provide evidence of the licenses / permissions and reserve the right to disqualify any entries found in breach of international copyright law.
- The films submitted into the competition must adhere to the following requirements:
 - Films must be your original work and must not infringe any third-party's rights or ownership.
 - All films must be suitable for publication on mainstream media and social

- media websites, and not contain obscene or indecent material
- All entries must not contain obscene or pornographic material; may not contain defamatory statements about any person, company, organisation or entity
- The film and the production of the entry must not invade privacy or other rights of any person, company or entity
- All entries must not in any other way violate applicable laws and regulations; and may not contain any copyrighted elements not owned by the team
- Films containing prohibited or inappropriate content as determined by Pearson, in its sole discretion, to be inappropriate will be disqualified
- Entrants agree to indemnify Pearson from and against any and all liability arising from their nomination infringing any third party intellectual property rights (including without limitation copyright) being defamatory, libellous, or otherwise unlawful. All material submitted as part of the entry and the copyright in such material shall become the property of Pearson.

Submitting Entries

- Submit your video by emailing it to highernationals@pearson.com with **BTEC Higher National Video Competition** in the subject line. If the file is too large, you will need to send it through **Google Drive**.
- The email should include:

Your name, contact details, your centre, your place of study, the BTEC Higher National you are currently undertaking, and why you think we should select your video over others.

- Entries must be received by **Monday 30 April, 2018**. **Entries received after this date may not be considered.**

Prizes

Pearson will select the top 10 videos received and will award a **£50 Amazon voucher** for each video selected. Winners will be contacted by **Friday 11 May, 2018**.

Terms and Conditions

- Any entries that do not comply with the guidelines or that Pearson deems to be unsuitable or inappropriate will be disqualified.

- Employees, agents, contractors or consultants of Pearson or their families are not eligible to participate in the competition.
- Entrants must be students currently studying on a BTEC Higher National course.
- The written permission of a parent or legal guardian for all entrants under 18 years old must be obtained and provided to Pearson before they are entered into the competition.
- Personal details of the entrants will be used only for informing winners of results and will thereafter be destroyed, unless wider use has been permitted by the entrant. Pearson reserves the right to disclose the names of the winners to a third party on request. Pearson will not pass on details of any entrants to anyone making a general enquiry.
- It is a condition of entry that any winner consents to their name and country of residence being published on Pearson websites. They may be required to take part in publicity including consenting to taking part in photographs and video interviews which may be used by Pearson in any media worldwide.
- In administering this promotion, Pearson will not collect more of your personal information than absolutely necessary and will only use your personal information for the purposes of this promotion.
- Winners must keep confidential any information about Pearson and its business and personnel received by them as a result of their participation in the competition.
- Use of a false name, e.g. a name by which a entrant is not usually known, or false address will disqualify them from receiving any prize. Pearson reserves the right to oblige any potential winner to provide documentary proof of their identity and address as directed by Pearson.
- Pearson shall not be liable for any damage, loss or disappointment suffered by any person taking part or not being able to take part in the competition.
- The entrants shall give all necessary consents for Pearson to produce publicity material based on the outcome of the competition, which may be edited by Pearson if required, and agree to participate without financial reward in interviews and publicity which may be used by Pearson in any media worldwide (including but not limited to incorporating it in any of Pearson's websites, in email communications and on social media.)
- Each student can only enter the competition once.
- No alternative prizes may be requested although Pearson reserves the right to alter prizes should this be unavoidable. There is no cash alternative and the prizes are non-transferable.
- The judges' decision is final and no correspondence will be entered into.

- In the event of unforeseen circumstances Pearson reserves the right to alter, amend or foreclose the competition without prior notice.
- Pearson reserves the right to amend these rules at any time. By submitting an entry all nominators will be deemed to have accepted and be bound by the rules.
- By entering the competition you confirm that you have read and agree to our Legal Policy and Privacy Policy.
- These rules are governed by the laws of England and Wales.

If you have any problem submitting your video, please contact
costanza.tobino@pearson.com

For more information about the competition please email
costanza.tobino@pearson.com or highernationals@pearson.com.