

THE SOUTHWEST HERTS COMPANY PROGRAMME

BRAIN ABILITIEZ COMPETITION RULES



1. Produce a three-minute marketing video for Brain Abilitiez showcasing its services to potential clients.
2. Only one video per Young Enterprise Team may be submitted.
3. All entries must be submitted by midnight on 03 April 2023. Anything submitted after this date and time will not be considered.
4. All information contained in the video must be reflective of the information provided by Brain Abilitiez.
5. Judging Criteria:
 - a. All entries will be posted on Brain Abilitiez Social Media platform along with the respective Young Enterprise Company Programme Teams' own company business link to raise your business profile and possible extra sales.
 - b. The winner will be the video that has the highest audience reach on Facebook. Final figures as of midnight on Sunday 30th April.
 - c. Should there be a draw, the CEO of Brain Abilitiez will speak to the Managing Director of each team over Zoom and conduct a short interview.
 - d. The same questions will be asked at each interview and the final decision will be made by the CEO on the performance at the interview.
6. Winner will be announced at the Southwest Herts Young Enterprise Showcase Event on 10th May 2023.
7. Please note that any video that may cause upset or discriminate against any person or being will not be considered part of the application process. The Company Teams School and Young Enterprise will be informed should this situation arise.
8. This competition is open to Young Enterprise South West Herts Company Programme Teams only.