APPLICATION & SUBMISSION GUIDELINES

A. How to Apply

To enter the Awards competition, an eligible Applicant must complete the online questionnaire and submit the three required Application Materials (1) video application, (2) script of the video, and (3) if applicable, the request to Member buyer, listed below. If any of the materials below are missing, the application is disqualified. Before submitting the application, please review the competition rules.

1. Video Application

Submit a video that meets the requirements below:

a. Required length of video application

Video application must be no more than 2.5 minutes, or the application is disqualified.

b. Required elements of video application

If these story elements are not included in the video, the application will be disqualified:

<table>
<thead>
<tr>
<th>The challenge to market access</th>
<th>Describe the challenge your business faced in getting access to your target market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution to market access</td>
<td>Describe the solution your business implemented to gain market access and win procurement contract(s) using international trade (import or export). Tell us with which buyer the contract was with—-is the buyer a Member Buyer of WEConnect International? If so, please provide proof that Member Buyer has authorized you to tell the story, e.g., email correspondence.</td>
</tr>
<tr>
<td>Overview of your business</td>
<td>Introduce your business name, country, year established, size (in terms of revenues or numbers of employees), and what products and services your business provides (that relate to the challenge and solution you present).</td>
</tr>
</tbody>
</table>
c. **Required technical specifications of video application**

Video applications must meet the technical specifications outlined below in “D. Video Application Specifications and Tips.” Even if the application meets all of the other submission guidelines, if the video application does not meet the technical video specifications, the application will be disqualified.

2. **Script of the Video**

Provide a script of your video, preferably in English. Other languages accepted: Spanish, Portuguese, French, German, Mandarin, Japanese, and Bahasa.

3. **Request to Member buyer**

If your market access story involves a WEConnect International Member buyer, submit a request to the Member buyer for their written authorization to tell the story in the application. Please submit the written request you have sent to the Member with your application. If the Member buyer has responded, please send the response as well.

B. **How to submit your Application Materials**

Once you have completed the online questionnaire [here](#), we will send you a link via email to upload your Application Materials to Google Drive. The Google Drive folder is confidential and only you and the judges will have access to it. You do not need a Google or Gmail account to use the folder. Upload before the Application Deadline.

C. **Video Application Specifications and Tips**

1. **Video Application Specifications**

   a. **Video Format:** Acceptable submission formats are MOV and MP4

   b. **Mode:** HD mode (1080p) or higher

   c. **Aspect ratio and orientation:** 16:9 aspect ratio for laptops; horizontal orientation with a smartphone

2. **Tips on Creating Your Video Application**

   a. **BEFORE RECORDING THE VIDEO**
SETTINGS ON YOUR EQUIPMENT

• Adjust the video settings of your laptop or smartphone to tape at HD mode (1080p) or higher
• If taping the video with your laptop, make sure the aspect ratio is set at 16:9
• If taping the video using your smartphone, hold the phone **horizontally**. It is best to place the phone on a tripod or a flat surface. Do not tape yourself using selfie mode

SETTING UP THE SHOT

• Place your source of light (window, lamp, etc.) in front of you. A natural light source is the best lighting source.
• Pay attention to your background. Make sure it is tidy, not too busy, and conveys your intended message.
• Pay attention to your clothing. Make sure it looks professional, and it contrasts with the background, so you are not washed out. Also, make sure it does not clash with the background.
• Pay attention to how close or far away you are from the camera. You get better compositions when you show yourself at half-body, without cutting off your head on the top of the screen.
• You will accomplish a better composition if you place yourself slightly to either side. Don’t place yourself exactly in the middle of the screen.
• Use your hands to help convey the message. Don’t cross your arms or lock your hands in front.
• Place your talking points at the same height as the camera so you can look to the front.
• Smile!

AUDIO

• Pay attention to background noises. Record in a closed room using your smartphone/laptop microphone or a lavalier microphone.
• Talk slowly and pause between paragraphs. Change your intonation and body language throughout the video to avoid monotony.
• Avoid using unnecessary, pet words (words one uses in excess as a language “crutch”) or filler words/sounds (for instance, in English, don’t say “um”).

b. RECORDING THE VIDEO

• Your final video should be no more than 2.5 minutes. Consider editing it if you find it difficult to complete a good take within the time frame allotted.
• Include silent buffer. Start taping at least 3 seconds before you start talking and end taping at least 3 seconds after you finish talking.
• Whenever possible, tape yourself standing up and not sitting down.