



I. About AIM Cup

AIM Cup is an English public speaking competition organised by AAI Education Foundation and See Change Education. Each year, participants across different age groups vie for the top prize by sharing their ideas in ways that are **Authentic, Impactful, Meaningful**.

The competition aims to:

- A. Provide a platform for children's voices to be heard
- B. Cultivate creativity, confidence, and persuasive speech skills for children

This year, the theme is: **Children's Right to Play**. This theme aims to promote and foster the concept of play, especially during the ongoing pandemic.

II. Competition Format - Preliminary Rounds

The preliminary rounds of the AIM Cup take place via **video submission mode**. Please note the following:

A. Divisions

Contestants will be divided firstly into the Local and International divisions.

The Local division refers to schools within Hong Kong.

The International division refers to schools outside Hong Kong.

Within the Local division, students will be divided into the EMI and CMI division.

EMI refers to a school which uses ENGLISH as its' medium of instruction. That is, a majority of subjects are taught in English.

CMI refers to a school which uses CHINESE as its' medium of instruction. That is, a majority of subjects are taught in Chinese (Mandarin or Cantonese).

If your school falls outside either EMI or CMI, please contact the competition organisers.

All contestants will then be divided into different age groups as follows:

Age 5-6

Age 7-9

Age 10-12

Age 13-15

Age 16-18



The age group of the contestant refers to the age they will be on the **date of submission** of the preliminary rounds. That is, if your child is turning 13 on 17th April, they will be in the Age 13-15 division instead of the Age 10-12 division.

If you are unsure of your division, please contact the competition organisers. Failure to submit the correct video length and topic may result in disqualification.

B. Speeches

Contestants are required to deliver a speech as part of the competition.

For Ages 5 - 9, the speech should be 1-2 minutes long.

For Ages 10 - 18, the speech should be 3-4 minutes long.

Speeches should be submitted no later than **29th May, 2022 (Sun)**.

Speeches which exceed the maximum time limit will NOT be considered.

C. Video Submission Requirements

All speeches must be submitted via video submission. Please note the following requirements:

1. Videos should be submitted no later than 29th May, 2022 (Sun) (11:59PM GMT +8). Videos may be uploaded any time before the deadline.
2. Multiple submissions are allowed. AIM Cup will take the most recent submission as the final version.
3. The video must be a single-shot video. Post-production and editing is not allowed. Videos which have been found to breach this rule will NOT be considered.
4. The video must be filmed from at least the waist up. The video should clearly show the contestant's appearance and gestures.
5. Contestants are advised not to wear a surgical mask during video recording.
6. Contestants should record their videos against a neutral background with minimal decoration to avoid distractions.
7. Contestants should ensure that their voice is loud and clear and that their voice syncs with the video.
8. The video must be filmed with at least 720p resolution.
9. Contest video must be in mp4 format. The video should be uploaded either to the contestant's personal Google Drive or to YouTube, and a shareable link must be submitted via the Google Form. If the link cannot be opened or the video cannot be accessed, the video will NOT be considered. As such, contestants should ensure their link and video can be accessed.



10. The video file name must be formatted as such:

English Full Name_Age Division (5-9/10-12/13-15/16-18)

E.g. Chan Tai Man Pat _13-15

D. Originality

Plagiarism is strictly forbidden. Contestants must not copy published work without proper citation and references. Those in breach of this rule will be disqualified.

E. Attire

Contestants may wear smart casual attire. School uniform is NOT allowed.

F. Use of Props and Cue Cards

Use of props and cue cards is allowed. However, contestants are recommended to recite or memorise their speeches.

G. Progression to Final Rounds

After close of submission, comments and feedback will be issued to competitors along with their scores.

III. Competition Format - Final Rounds

The Final Rounds will take place live via Zoom in front of a judging panel. Please note the following requirements:

A. Format

Finalists will be asked to prepare a new topic for the final rounds. Details will be sent via email to finalists.

Aside from the prepared speech, there will also be an impromptu Q&A session between the judge and the finalist. The Q&A response must be within 1 minute.



B. Originality

Plagiarism is strictly forbidden. Contestants must not copy published work without proper citation and references. Those in breach of this rule will be disqualified.

C. Attire

Contestants may wear smart casual attire. School uniform is NOT allowed.

D. Use of Props and Cue Cards

Use of props and cue cards is allowed. However, contestants are recommended to recite or memorise their speeches.

IV. Judging Criteria

A. Judging Panel

The judging panel in the preliminary rounds and final round will include (but is not limited to) experts and scholars in the English language and in public speaking.

B. Judging Criteria

Contestants in the preliminary rounds will be judged based on the following criteria:

- Content - The content of the speech and its' relevance to the topic.
- Presentation Style and Skill - Delivery and public speaking skills including (but not limited to) eye contact, intonation, hand gestures, and facial expression.
- Persuasiveness - The efficacy of the content and presentation style in delivering a message or story.

V. Awards

Prizes

Each division will be eligible to achieve the following prizes:

Champion

First Runner-up

Second Runner-up

Certificates

All participants will receive:

Certificates (Distinction, Merit, or Honors)

Certificate of Participation

Scholarships

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Scholarships in the aggregate amount of HKD 30,000 will be awarded to top winners to attend classes at See Change Education to further develop their public speaking skills.

Other Prizes

Other prizes and awards may be offered based on the discretion of judges. Sponsors may also offer awards and prizes, which will be announced before the submission date of the preliminary rounds.

VI. Disclaimer

Any decisions made by the Adjudication Panel and the AIM Cup Organisation Panel are final.