



1. About AIM Cup

The 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 in child 2022, the theme is **Children’s Right to Play**. This theme aims to promote and foster the concept of play, especially during the ongoing pandemic.

Topics:

Ages 5 - 6 | 7 - 9

My Favourite Game (1-2 min)

Ages 10-12 | 13-15 | 16-18

Children’s Right to Play (3-4 min)

2. 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 contestants studying in schools within Hong Kong.
- The International division refers to contestants studying in schools outside Hong Kong.

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

- EMI refers to contestants’ schools that use ENGLISH as their medium of instruction, i.e. a majority of subjects are taught in English.
- CMI refers to contestants’ school that use CHINESE as their medium of instruction, i.e. a majority of subjects are taught in Chinese (Cantonese or Mandarin).

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

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

Ages 5-6 Ages 7-9 Ages 10-12 Ages 13-15 Ages 16-18



The age group of the contestant refers to the age they are on the date of submission of the preliminary round, i.e. if your child turns/turned 13 on 17th April 2022 when s/he submitted his/her video, s/he will be in the Ages 13-15 division instead of the Ages 10-12 division.

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

B. Speeches

Contestants are required to submit video recordings of their speeches for the Preliminary Rounds.

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

Topic: My Favourite Game

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

Topic: Children's Right to Play

Speeches should be submitted no later than 5th June 2022 (Sun) (Extended).

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:

Videos should be submitted no later than 5th June 2022 (Sun) (11:59 PM HKT; GMT +8). Videos may be uploaded any time before the deadline.

Multiple submissions are allowed. AIM Cup will take the most recent submission as the final version.

Contestants are advised not to wear a surgical mask during video recording.

Contestants should:

- Record their videos against a neutral background and good proper lighting, and with minimal decoration to avoid distractions.
- Ensure that their voice is loud and clear and that their voice syncs with the video.

The video must be:

- A single-shot video. Post-production and editing is not allowed. *Videos found to breach of this rule will NOT be considered.*
- Filmed in landscape orientation, from at least the waist up, and should clearly show the contestant's appearance and gestures.
- Filmed with at least 720p resolution.
- Submitted in mp4 format.
- Uploaded either to the contestant's personal Google Drive or to YouTube, and a shareable link 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.

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 uniforms are NOT allowed.

F. Use of Props and Cue Cards

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

3. 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 speech on a new topic for the final rounds. Details will be sent via email to finalists.

After each prepared speech, there will be an impromptu Q & A session between the judges 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 uniforms are NOT allowed.

D. Use of Props and Cue Cards

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

4. Judging Criteria

A. Judging Panel

The judging panel in the preliminary rounds and final round will include (but 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.

Contestants in the final rounds will be judged based on the above criteria. In addition to this, contestants in the final round will also be judged for:

- Q&A: The ability to respond to impromptu questions clearly and confidently
- Playright Award: For eligibility to win the Playright Award, contestants must show that their speech aligns with Playright's values and missions.

C. Scoring Penalties

Contestants will be allocated a score out of 15 for the Preliminary Rounds, and 20 for the Final Rounds, with 5 points allocated to each category (excluding the Playright Award).

Penalties to these scores will be applied as follows:

- Time: A flat deduction of 2 points will be deducted for going above or under time.
- School Mention: On a case by case basis, students may receive a score penalty for (1) mentioning their school name, and/or (2) wearing their school uniform.



- Visual Obstruction: On a case by case basis, students may receive a score penalty for wearing any items such as masks, which obstruct the contestant's facial expression.

5. Awards

A. Prizes

The following prizes will be awarded in each each division:

- Champion
- First Runner-up
- Second Runner-up

B. Certificates

All participants will receive:

- Certificates (Distinction, Merit, or Honors)
- Certificate of Participation

C. Scholarships

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.

D. 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.

6. Disclaimer

Any and all decisions made by the Adjudication Panel and the AIM Cup Organisation Panel will be final.