

New Horizons for English Services in Taiwan

Open Call for Innovative Video Clip Entries

Categories

(please choose one only)

★ A New English Service Experience

Entries in this category will be presented from a consumer / international customer perspective. Video clips entered under this category should highlight the experience, thoughts and feelings of a visit to an establishment certified by English Services Emblem (ESE) in Taiwan.

(for a list of ESE-certified establishments, please go to the official English Services Emblem website [<http://www.i-taiwan.nat.gov.tw/eservice/>] and do a Google Map / Google Search)

★ Breaking New Ground in "International Service"

Entries in this category will be presented from the perspective of a private-sector business. Video clips entered under this category should record the psychological and emotional process of creating a positive English service environment. The clip may share interesting accomplishments, experiences, anecdotal stories, etc. to encourage more businesses to upgrade and internationalize their customer service.

Open Submission Period

Jul. 1st - Aug. 31st, 2012

List of finalists will be posted to the official English Services Emblem website. The names of final award winners will be announced in an awards ceremony scheduled for October 12th.

How to Enter

Participants must submit a short video clip (2 - 5 minutes). Submissions may be in any language and presentation format. Video clips may employ animation, documentary, drama, performance, dance or other appropriate presentation styles. Interested participants should complete an application form available from the official ESE website. All video clip entries should be uploaded to the official ESE website and submitted by mail on CD-ROM by August 31st, 2012.

Scoring

- ★ Creativity <30%> Entry's fresh and innovative approach to presenting the activity theme.
- ★ Content <30%> Entry's success in presenting the spirit and essence of the English Services Emblem program.
- ★ Visual Effects <30%> Entry's visual impact and image clarity
- ★ Online Internet Poll <10%> Internet users may submit their votes online from Sept. 3rd - 21st, 2012.

Prizes

1st Place	NT\$50,000 Coupon	2nd Place	NT\$30,000 Coupon
3rd Place	NT\$10,000 Coupon	Merit Award	NT\$ 5,000 Coupon

Important Information

1. Entries may be used to promote the English Services Emblem program without further compensation or remuneration.
2. Award winners must attend the designated awards press conference.
3. The entrant shall accept full responsibility for any breach of intellectual property rights (IPR) related to his / her entry. A winning entry found guilty of IPR violations shall be disqualified and relinquish all award monies received.
4. In accordance with the ROC tax code, awards in excess of NT\$20,001 are subject to a 10% tax prepayment deduction. Non-ROC residents (i.e., citizens and non-citizens who have resided in Taiwan for less than 183 consecutive days) shall be subject to an automatic tax prepayment deduction of 20% on the total award value.
5. Issues not currently addressed by program rules may be addressed by the organizer in future rules revision announcements.

Contact Ms. Chen

Tel : 886-2-2698-2989 ext.2596

E-mail : 2596@cpc.tw

Address : 2F., No.79, Sec. 1, Xintai 5th Rd., Xizhi Dist., New Taipei City 221, Taiwan (R.O.C.)

