

THE ULTIMATE  
**JOB**  
INTERVIEW  
CONTEST

## VIDEO SUBMISSION GUIDELINES

*Wrapping your personal story into a 90-second video might seem like a tall order – but don't fret. This guide will help transform your best and brightest ideas into a video your audience won't forget. Have fun and good luck!*

### Required Criteria:

1. The video must not be longer than 90 seconds.
2. Video submissions should be in interview format and limit the use of B-roll.
3. You must answer the following questions in your video:
  - What's your name & where are you from?
  - What in your life are you most proud of?
  - Tell us about a challenge you've overcome.
  - How has overcoming this challenge prepared you for your dream career?

### Tips For A Great Submission:

#### **Decide on the emotion you want to elicit.**

Every good story pulls at the emotions of the audience, and the story of your life and your future isn't any exception. Before working through the details of what you want to say, figure out how you want to say it and why. The right emotion goes a long way in leaving a lasting impression.

#### **Start with a strong hook.**

Find a way to pique the audience's interest early. And don't rely solely on that first hook. Layer a few more throughout your video to help hold the audience's attention.

#### **Test lighting and sound before the final shoot.**

The last thing you want is to capture a perfect take, only to find out your face isn't visible and your voice is barely audible. Make sure to test every aspect of your recording setup before putting all your effort into perfecting your performance.

#### **Film multiple takes.**

Speaking of perfect takes, they rarely happen on first runs. Your best bet is to record multiple takes. It may seem like extra work, but spending more time with the material and the recording process can help ease any pressure – allowing everything to look and sound more natural.

#### **Edit to make it concise and memorable.**

Be creative with the way you put your video together and showcase your best lines.