



# THE CHINA-SCOTLAND BUSINESS AWARDS 2024

## **China-Scotland Business Awards 2024 – Application Instructions and FAQ**

### **How to Apply?**

There are a few important points to note regarding the application process:

- Please fill out the online application form. Applications open on the **3<sup>rd</sup> November 2023**.
- The online application form can be saved, so you can return to it any time and edit right up to the deadline **7<sup>th</sup> December 2023**.
- Please be aware you are required to submit a **3 minute video** to support the application. You are required to submit a YouTube link through the online application form. The video will provide the judges with extra information to decide the winners of each category.
- **Every applicant** will be provided with feedback after shortlisted candidates are announced.
- The organisers reserve the right, as its absolute discretion, to reject any application that it deems inappropriate and **the decision of the judges is final**.

Finalists will be offered **1 complimentary place** to attend the China-Scotland Business Awards on Thursday 8<sup>th</sup> February, Edinburgh, where the winners will be announced.

### **FAQ**

#### **Can my organisation make more than one application?**

**Yes**, your organisation may apply more than once. For example, various departments from a University may make separate applications in the same category or in other award categories.

Only **one application** can be submitted per category, it is **not permitted** to send the same application for two different award categories.

#### **Can I attach documents to support my application?**

Yes, you may attach up to three separate documents through the online application form. Please note, each attachment should be **no more than one page in PDF or one picture in .jpeg format** – the maximum size of each attachment **cannot exceed 20Mb**.

Attachments that are more than one page will not be supplied to the judges for viewing.

#### **How are the applications assessed?**

One judge, specialised in his or her award category, will score one award category individually. Each question in your application is scored out of 10. Once the scores are counted the judge picks a number of shortlisted candidates, based on the overall scoring and overall quality of applications in the group – the judge has the final discretion on the number of shortlisted candidates.

Once the shortlisted candidates are decided by individual judges, the full judging panel will come together to view each shortlisted candidate's video and along with the application score the full panel will make a final decision on the winner of the award.



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## How do I submit the required 3-minute video pitch?

The video should be to the standard of that taken on a hand held mobile recording device or better – it is not necessary to produce a professional video solely for these awards unless you really wish to do so. **It is the content which matters.** We would encourage applicants to show their product or service in the 3 minute video as this often helps bring your application to life for the judging panel during the assessment process.

YouTube is the preferred option for uploading video content and we would encourage applicants to **amend their video to the unlisted option** when uploading a video to YouTube (link below). The time limit for videos is 3 minutes maximum. Any video content beyond 3 minutes will not be viewed during final awarding assessments.

How to change video to Unlisted:

<https://support.google.com/youtube/answer/157177?co=GENIE.Platform%3DDesktop&hl=en>

Once the video content has been uploaded to YouTube then you must provide the full URL link on your online application where requested.

## What should be covered in the 3 minute video?

The video offers the opportunity for you to showcase the business, team and product/service to the full panel of judges. The 3-minute video does not need to be the business leader speaking for 3 minutes, it can include a demonstration of your product or service, have customer testimonials or show some of the team hard at work.

## What will we win if we are successful?

As mentioned above, if you are shortlisted, you will receive 1 complimentary place to the Chinese Burns Supper. If your organisation wins the category, the award will be a tailor-made trophy, presented to you on stage by one of the judges, sponsors or VIP guests. You will also receive a digital award badge to promote your success thereafter.