



**RULES OF
ORGANIZATION AND CONDUCT
FOR THE CONTEST**

JOIN US @FABIZ
.the web campaign



RULES OF ORGANIZATION AND CONDUCT FOR THE CONTEST JOIN US .the web campaign

This document contains the rules and provisions of the Contest **JOIN US .the web campaign** organized within the student project competition „Digitalizarea în ASE”. Participation in this contest implies acceptance and compliance with the rules and provisions set forth below.

THE GENERAL FRAMEWORK AND THE ORGANIZERS OF THE CONTEST

The Contest **JOIN US .the web campaign** is organized by the Faculty of Business Administration in foreign languages of the Bucharest University of Economic Studies (ASE București) and takes place between November 10 and December 10, 2020.

1. TO WHOM THE CONTEST IS ADDRESSED

The **JOIN US .the web campaign** contest is addressed to students enrolled in undergraduate and master's degree programmes within the Faculty of Business Administration in foreign languages. The purpose of the contest is to develop the communication skills of FABIZ students by developing an online marketing campaign for FABIZ.

2. OBJECTIVES OF THE PROJECT AND THE CONTEST

The contest **JOIN US .the web campaign** aims to develop online communication and marketing skills and to encourage and stimulate creativity and entrepreneurship among FABIZ students.



3. ELIGIBILITY OF PARTICIPANTS

3.1. Individuals or teams can register as participants in the contest **JOIN US .the web campaign**, provided that each member complies with the conditions of membership in the target group. Teams must not consist of more than four people, with no restrictions on provenance other than those mentioned above.

3.2 The same person cannot enter with several campaign ideas in the same competition and / or cannot be part of several teams in the same competition.

3.3. Once registered, participants can no longer change the composition of the team, and those registered individually can not move to another team.

3.4 The contest organizers are not responsible for the information used in the contest form and submissions.

4. REGISTRATION OF PARTICIPANTS

4.1. To participate, candidates must register by filling in the registration form (google docs format) available here: <https://forms.gle/8hDakdrjnLrbvhcWA>

4.2. The registration of participants and the possibility to upload a contest file is open until December 4, 2020, at 23:59.

4.3. To be declared registered, eligible entrants must complete all fields on the entry form and upload a competition dossier containing:

1. A description of the campaign,
2. A campaign project including the budget activities and timeline of the campaign,
3. Visual / audio / video content elements.

5. EVALUATION OF PROJECTS AND DESIGNATION OF WINNERS

5.1 The organizers will designate the members of the evaluation committee (jury). The jury will be formed by four representatives of academia from FABIZ and / or the Romanian business environment and one student appointed by the FABIZ management.

5.2. If one of the members of the jury is unable to attend, the committee shall be completed by one alternate member.



5.3. The contest has three stages:

Stage 1: Online registration until December 4, 2020 at 23:59.

Stage 2: Holding the pitch in front of the specialized jury from 07 to 09 December 2020. The access data in the online meeting and the program will be sent to the participants at the e-mail addresses provided in the registration form. If the participant incorrectly registers his e-mail address, FABIZ does not assume any responsibility.

Stage 3: Publication of results and Awarding of winning teams.

5.4. Attendance to the pitch is mandatory. If a participant or a registered team does not attend the pitch on the appointed date, it is considered a withdrawal from the competition.

5.5. The evaluation criteria are described in Table 1:

Table 1. Evaluation criteria used in the US JOIN contest. the web campaign

Criterion	Description	<u>Maximum no.</u> <u>of points</u>
C1:	Originality of the presented project	10
C2:	Submitted proposals for messages, design, content adapted to new media	40
C3:	Feasibility and applicability of the campaign	20
C4:	Substantiation of the budget for the proposed campaign	20
C5:	Presenting the campaign in an online pitch (10-15 minutes) and supporting it through the answers given during the Q&A session (after the presentation)	10
Maximum final score		100

Sorce: FABIZ

5.6. The maximum final score that can be obtained by the competitor is 100 points. The final score consists of the sum of the scores obtained for each criterion. The final score of the competitor will be established as the arithmetic mean of the final scores awarded by each member of the jury. No points are awarded ex officio.



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5.7. In case of obtaining the same score by several candidates, the tie will be made according to the score received at the first criterion (C1). If there is still a need for a tie, the same procedure will be followed for the second criterion (C2) and so on.

5.8. The first 5 best projects will be awarded in descending order of score:

1st Prize:	2.000 lei
2nd Prize:	1.500 lei
3rd Prize:	1.000 lei
4th & 5th prizes:	281 lei

5.9. The results of the contest will be communicated by e-mail and will be displayed on facebook.com/fabiz on December 10, 2020. The FABIZ campaign built on the projects of the winning teams will be implemented by FABIZ representatives with the help of students from the winning teams.

6. FINAL PROVISIONS

6.1. The participant agrees that his personal data will be used for statistical purposes.

6.2. The participant agrees that his image (in the form of pictures, videos, testimonials, interviews) to be used to promote future editions of the contest, respectively, the events organized by FABIZ.

6.3. The participant agrees that the materials made and presented in the contest (in the form of code, text, images, video / audio recordings) to be used to promote FABIZ and waives the copyright on the materials made in favor of the Bucharest University of Economic Studies.

6.4. Failure to comply with the Contest Rules will result in disqualification of the participant.