

GRADUATE RESEARCH VIDEO COMPETITION



Please read these rules carefully, as many changes have been made to facilitate the competition during a pandemic. These may be different procedures than recent years.

PURPOSE

The purpose of the Graduate Research Video Competition sponsored by Campden BRI is to:

1. Provide opportunities for graduate students to share their research
2. Encourage students to gain experience in the area of scientific salesmanship and self-branding.
3. Provide students a venue to practice concisely presenting research topics to an educated audience with limited time
4. Give students the opportunity to be creative in presentation style and use of technology
5. To facilitate a visit to the UK by the winning student, to experience aspects of the European food and drink industry

SCOPE

Interested students will submit a three-minute video related to original research being conducted by the student on any subject related to food science or technology. The video topic is not limited to research that is included in the entrant's thesis; students are allowed to discuss side projects that they may be working on during their graduate studies. Students must submit as an individual but may recruit others to participate in the video. The prize will only be awarded to the individual student listed as the applicant.

AWARD

The winner of the competition will be selected to attend a 10-day industry visit opportunity at Campden BRI in the United Kingdom. Campden BRI is the world's largest membership-based food research organization, with an extensive range of laboratories, pilot plant and consumer study facilities spread across four sites. Activities span the entire food production chain – including analysis and testing, process technologies, regulatory and compliance, and knowledge support – with the emphasis on practical application for industry. The industry visit will occur during a mutually agreed upon time by the winner and Campden BRI. While at Campden BRI, the winner will have the opportunity to experience each of the major divisions (science, technology, brewing, and knowledge management) focusing on the most relevant areas of their area of study and visit industry members to gain an insight into the UK/EU perspective. The student's travel costs will be covered up to \$7,500. Final details will be determined by the sponsoring company in discussion with the winner.

Up to three finalists will be announced in May 2021, and the winner will be announced at the IFTSA Closing Ceremony at IFT21 or virtually. IFTSA will provide travel reimbursement up to \$500 to all the finalists. All finalists will also receive a plaque and can choose up to 5 free copies of Campden BRI guideline documents from the Campden BRI publications store (see <http://www.campdenbri.co.uk/publications/pubs.php>) to help with their continuing professional development.

ELIGIBILITY

Applicants must:

1. Be currently enrolled in a collegiate level food science graduate level degree program (MS or PhD).
2. Be a current member of IFT/IFTSA who is a graduate student prior to July 2021

COMPETITION ENTRY PROCEDURE

1. To enter the competition, students must be student members of IFT by April 1 of the year of the competition
2. Students must submit all the required materials, including their video and the Video Release Form, through the submission portal on IFT.org by March 15 at 11:59 pm CT. Submissions after March 15 will not be accepted
3. Videos longer than three minutes will be disqualified. Videos should be concise and targeted to educate viewers of the overall objective of the research and how it will benefit the scientific community and/or society
4. Students are encouraged to exercise creative freedom when creating their video. Avenues such as presenting, cartoons, skits, or other creative means can be used. Use of inappropriate language, gestures, or visuals is prohibited and will result in disqualification
5. Previous applicants, excluding winners, are allowed to submit videos presenting the same research that was presented in previous submissions. New submissions must have a new narrative or presentation of research theme. For resubmissions, an additional letter indicating changes made from the original submission is required.

Required Materials Include:

1. Completed application
2. Three-minute video presentation
3. Signed Video Release Forms from each person appearing in the video.
4. A signed verification letter from the Department Head/Chair which should objectively set forth the extent to which the student or students exercised independence and originality.
5. A 300-word personal statement indicating why the student should be selected to visit

- Campden BRI, why they are a good fit for the program and how they plan to share and communicate their experience.
6. Current CV/Resume
 7. A brief letter to the judging committee regarding to the changes made from previous submission (for resubmission only)

JUDGING

Judges will award points for both the personal statement and the video, as listed below, for a total of 140 points.

| | |
|--------------------|-------------------|
| Personal Statement | 40 points |
| Video | 100 points |
| Total | 140 points |

Personal Statement Criteria: 40 points

Judges will take into consideration how the selected student will make the most of their visit and how it will help them develop as a student. Include information on how you plan to share and communicate your experience.

| Video Judging Criteria | Points |
|---|--------|
| 1. Comprehension | 25 |
| a. Did the video provide a good introduction in which the viewer understood the reasoning for why this research is being conducted? | |
| b. Did the video explain technical material in an understandable and concise manner? | |
| c. Did the video follow a clear and logical sequence? | |
| 2. Engagement | 25 |
| a. Did the video leave the viewer wanting to know more? | |
| b. Was the video careful not to trivialize or generalize their research? | |
| c. Did the video capture and maintain the audience's attention? | |
| 3. Communication | 25 |
| a. Was the research topic and its significance communicated appropriately to a non- specialist audience? | |
| b. Was there adequate time spent on each element of the presentation (i.e. not too rushed or too long on certain portions)? | |
| c. Was there an effective use of visual aids in the video? | |
| 4. Originality | 15 |
| a. Was the information presented in a creative, unique way? | |
| 5. Production Quality | 10 |
| a. Audio quality, visual quality, and editing smooth and coherent? | |

ANNOUNCEMENT OF WINNERS AND PRESENTATION OF AWARDS

Winners will be announced at the IFTSA Closing Ceremony during IFT21 or virtually.



IMPORTANT DATES AND DEADLINES

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| March 15 | Students must be a Student Member of IFT. Membership applications are available online. |
| March 15 | Students must submit all required materials for the competition via the submission portal on IFT.org no later than March 15 at 11:59pm CT. Submissions Videos received after March 15 will not be accepted. |
| March 15 | The competition chair must receive a letter of verification by March 15 from a Department Head/Chair or faculty member stating the independence and originality of the submission if submitting separate from application materials. |
| April 1 | Finalists will be notified. |
| May 1 | Finalists must notify the competition chair if they will be attending IFT21 |
| July | Finalists are invited to present their submission at IFT Central Booth |
| July | Announcement of winner at the IFTSA Closing Ceremony at IFT21 in Chicago, IL or virtually |
| Sep-Dec 2021 | Winning student to travel to Campden BRI for 10-day industry visit opportunity. Specific dates to be determined mutually between winning student and Campden BRI. |

Questions:

Please contact the Graduate Research Video Competition Chair via email at iftsa.pdc@gmail.com.

The enforcement, review, and changes of these Rules and Guidelines will be the responsibility of the Chair of the competition and designated IFT Staff member. Failure to comply with any of the rules of the competition may result in disqualification.