

2020 BRIGHT LIGHT AWARD

GET YOUR IDEA OUT THERE

BROUGHT TO YOU BY



APPLICATIONS OPEN
Tuesday, 1 September 2020

APPLICATIONS CLOSE
Tuesday, 13 October 2020

10 TIPS FOR YOUR PITCH

- 💡 Judges are looking for original ideas.
- 💡 Clearly state what your idea is.
- 💡 Remember your idea needs to be claims focused.
- 💡 What are the practical implications – positive and negative - of your idea?
- 💡 What problem is it solving? What improvement is it making? Why is the idea needed?
- 💡 For video entries it is not the quality of the recording, but the content that matters.
- 💡 For written submissions, stick to the word limit.
- 💡 Hit the criteria! Submissions are judged on four specific criteria with different weightings (listed below).
- 💡 Have someone proofread your submission to provide an independent perspective.
- 💡 Think creatively – look for research which may be relevant from Australia, overseas markets, or possibly even undertake your own research.

HOW TO ENTER

You can enter as an individual or as a team (of up to 3 people) by presenting your idea or opinion in your choice of either:

- **A short video** (no longer than 5 minutes), or
- **A written submission** (min 600 words up to 1,500 words max), or
- **A voiceover of images** in PowerPoint.

UPLOAD YOUR ENTRY AT

www.brightlightaward.com.au/TurksLegalANZIIF
by 5pm AEST on Tuesday, 13 October 2020

JUDGING CRITERIA

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| 1. How well you set out the basic premise of your idea or your view. | 40% |
| 2. The reasons you outline for why it's a good idea or a persuasive view. | 30% |
| 3. Consideration of the outcomes and wider implications (positive and negative) that your idea or view might have if adopted. | 20% |
| 4. The quality and creativity of your entry. | 10% |

GET YOUR IDEA OUT THERE AND YOU COULD WIN PRIZES VALUED UP TO \$6,500, INCLUDING \$5,000 CASH!