

2021 BRIGHT LIGHT AWARD

APPLICATIONS OPEN

21st September 2021

APPLICATIONS CLOSE

3rd November 2021

TOP TIPS SHEET

TIPS FOR YOUR PITCH

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

JUDGING CRITERIA

Your entry will be judged on the following criteria:

- 1 How well you set out the basic premise of your idea or your opinion (40%)
- 2 The reasons you outline for why it's a good idea or a persuasive opinion (30%)
- 3 Consideration of the outcomes and wider implications (positive and negative) that your idea or opinion might have if adopted (20%)
- 4 The quality and creativity of your entry (10%). *For video entries it is not the quality of the recording, but the content that matters. You can record on your camera, smart phone or other portable device.*

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) (*we really, really, really like video entries...*), or
- A written submission (min 1,000 words up to 1,800 words max), or
- A voiceover of images in PowerPoint.

For more information visit the [Turks website](#) or the [ANZIIF website](#).

UPLOAD YOUR ENTRY AT

www.brightlightaward.com.au/TurksLegalANZIIF

by 5pm AEDT on
Wednesday 3 November 2021