



APFinSA Short Video Contest 2020

“An Insurance Agent in Need is a Friend Indeed”

An Initiative by:

Asia Pacific Financial Services Association (APFinSA)



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Thematic of APFinSA Short Video Contest 2020

Life is full of uncertainties and no one can assure tomorrow will arrive earlier than accident. Disasters and catastrophes bring much suffering and sorrow to unprepared families.

Human life is fragile; some did not wake up in the morning and left this beautiful world, and many departed hurriedly without even saying goodbye to their loved ones. If death is unavoidable, then why should anyone die for free, leaving behind only hardships for others? Dubbed as the greatest love letter ever written, life insurance is a powerful product specifically designed to provide the much-needed cash upon the death of an insured.

Insurance agents carry a noble mission to protect families financially, making sure there is a roof over the family, food on the table, clothing to keep warm and continuous education for children in case of the untimely death of a breadwinner. Today, insurance agents are not just agents, but listeners, comforters, counselors, and advisors in the hour of need. They possess great passion in serving clients, with compassionate skills to care for the deceased's family.

In recognition of the great role played by every agent to provide financial care to needy families, APFinSA hereby announces a short video contest to honor all agents in Asia Pacific Countries with the objective to encourage more young people and fresh graduates to join this honorable industry.

APFinSA Short Video Contest 2020

“An Insurance Agent in Need is a Friend Indeed”



Objectives

- ❖ To help raise the insured population in Asia Pacific countries.
- ❖ To salute all life insurance agents for their selfless sacrifices.
- ❖ To create awareness amongst policyholders to lend a hand to agent by offering referrals.
- ❖ To awaken the viewers on the responsibilities of keeping families together through life insurance protection planning.
- ❖ To uplift the image and social status of insurance agent to par with other professionals.
- ❖ To encourage the working population, especially young people to build a career in the life insurance industry.

A film reel and a clapperboard are shown in the background. The clapperboard has fields for PRODUCTION, DIRECTOR, CAMERA, SCENE, and TAKE.

Contest Rules

1. All videos MUST be new and original, and must NOT violate any copyrighted works belonging to third parties, including music, visuals and/or images.
2. The duration of the video must be at least 3 minutes (180 seconds) to a maximum of 5 minutes (300 seconds), including credits.
3. Voice-overs can be in any language or dialect, but it is compulsory to display English subtitles.
4. No limitation to equipment used for production. Camera, mobile phones and professional equipment are welcome.
5. Participants can submit more than one production, and each production will be treated fairly and equally.
6. This contest is open to the public. Insurance agents, financial advisors, practitioners are encouraged to join.
7. Story engaging with COVID19 would be appreciated.
8. Family members of the APFinSA Board, APFinSA staff, and LUA Presidents are automatically disqualified.
9. APFinSA reserves the absolute right to use all the winning videos, namely the top 3 winning and 5 consolation-prize winning productions for social promotion to the public.
10. References to any insurance company (e.g: name, logo, policy contract, building etc.) are strictly PROHIBITED to be shown in the video production. Any such violation will result in automatic disqualification.
11. All entries must have a title.
12. The APFinSA Short Video Contest is only open to citizens of APFinSA member countries.
13. Winners will be notified by email. Presentation ceremony (if any) will be informed in due course.



Judging Criteria

1. Content

- Inspiration – 10 marks
- Reality – 10 marks
- Creativity – 10 marks
- Storyline – 10 marks
- Relevancy to Contest Theme – 10 marks

2. Performance

- Naturalness – 10 marks

3. Production

- Lighting & Soundtrack – 10 marks
- Editing & Continuity – 10 marks
- Audio & Voiceover (incl. subtitles) – 10 marks
- Entertainment Value – 10 marks

Total: 100 marks

The Panel of Judges consists of the APFinSA Board Members and the Presidents of each member country's Life Underwriters Association. The decision made by the judges are final, and no appeal will be entertained.

APFinSA as Organizer takes no responsibility for any copyright violation of intellectual property by the contestants or participants. Contestants/Participants are fully and solely responsible for all violations of copyright , if any.



Prizes

Winner: S\$4,000 (Singapore Dollars)

1st Runner-up: S\$2,000

2nd Runner-up: S\$1,000

5 Consolation Prizes: S\$500 each

CLOSING DATE

30th December 2020

All productions must be uploaded to Google Drive and sent link to APFinSA via info@apfinsa.org by 5:00pm, Singapore Time.

For more information, visit www.apfinsa.org.



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