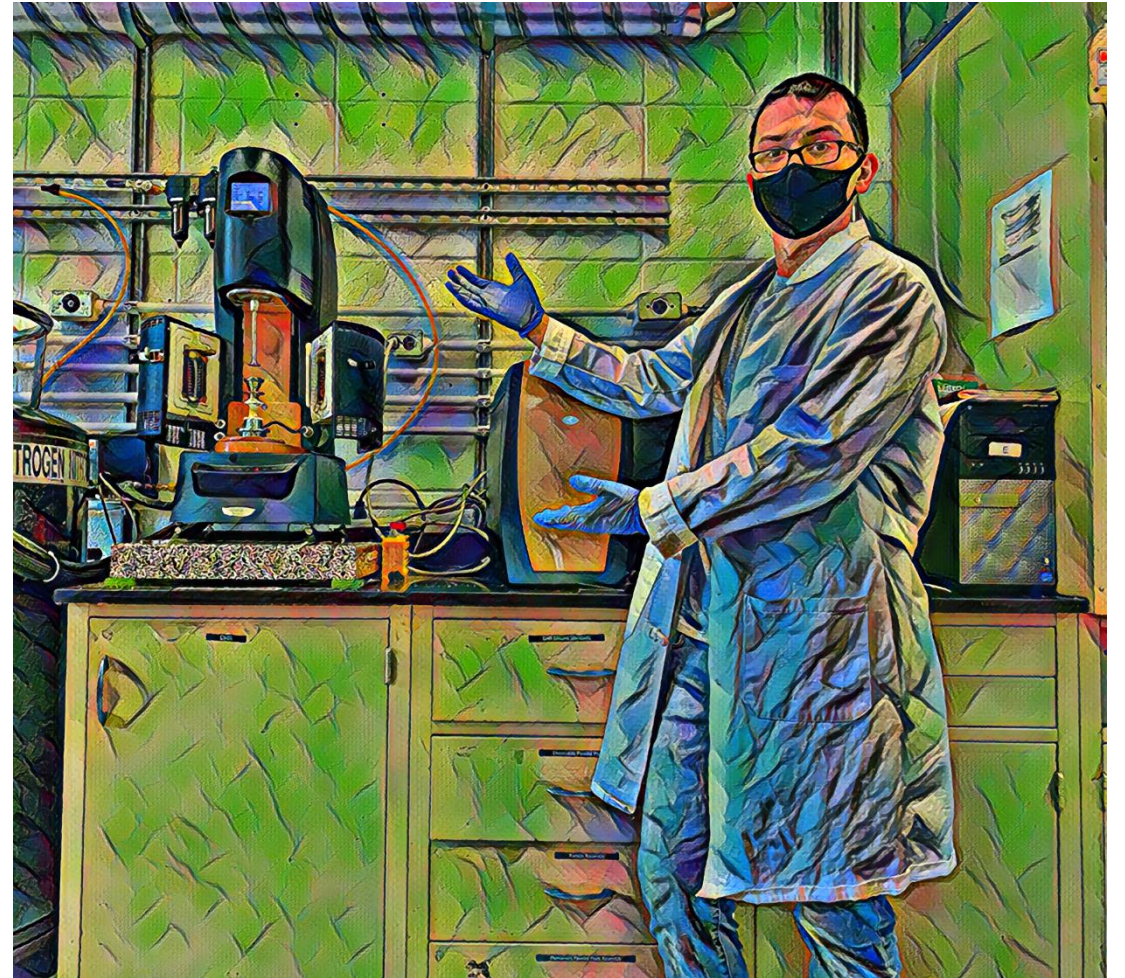


Manufacturing PA Innovation Program

STUDENT VIDEO COMPETITION



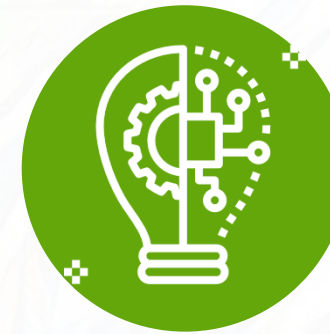
What to Showcase?



UNIVERSITY-
MANUFACTURER
TEAM



MANUFACTURING
PROBLEM OR
NEED



INNOVATION
TECHNOLOGY



POTENTIAL
IMPACT ON
MANUFACTURER

ENGAGE YOUR MANUFACTURER TO THE EXTENT POSSIBLE

- Company representative speaking role
 - Written company statement
 - Feature company at the beginning to outline their challenge/objective
 - Feature company at the end to describe how the project outcome may be carried forward within the company
-

Manufacturer
Perspective

Competition Judging

JUDGES DRAWN FROM BEN FRANKLIN
TECHNOLOGY PARTNERS AND PA
DEPARTMENT OF COMMUNITY & ECONOMIC
DEVELOPMENT

JUDGING CRITERIA

- Presentation Clarity and Quality
 - Originality and Creativity
 - Relevancy of Content and Communication of a Non-Technical Audience
-

Keys to Success

- **WITH ONLY 60-90 SECONDS AVAILABLE TO COMMUNICATE TECHNICAL CONTENT TO A LAY AUDIENCE, CAREFUL PLANNING AND EFFECTIVE COMMUNICATION IS KEY**
- **AVAILABLE RESOURCES:**
 - Script template
 - Communicating Science Webinar/Recording
 - Tip sheet on recording and editing a high quality video

How to Submit

<https://www.manufacturingpa.org/expo/video-competition.html>

- Team Captain: complete video submission form on MPIP website and upload **student participant agreements, consent forms** and **video**
- Deadline: March 16, 2022

Questions

