



Fifth PIM Language Competition
Business Story - telling Competition
Topic: “Us... in 10 Years’ Time”
Higher Education Level

1. Qualifications of Candidates

1. Students in higher education level
2. Students with Thai citizenship

2. Verification Documents for Registration

1. ONE certified copy of National ID Card with candidate’s signature
2. ONE certified copy of Student Card with candidate’s signature

Remarks*

Upload the two copies on the registration link via Google Form.

3. Registration Processes and Participant List

Please register at <https://forms.gle/ky3yWJDvt7nZxAis6> and scan QR code here;



The list of candidate's name/team competing in the elimination round will be announced on Monday 19 July, 2021. Please check carefully if candidate’s name/team appears on the participant list at <https://la.pim.ac.th> or Facebook Fan Page (PIM - Faculty of Liberal Arts). If candidate’s name/team is not listed on the Participant List, he/she will NOT be allowed to join the competition.

4. Types and Team Setting

1. The competition will be a Team format. Each team consists of two members.
2. Each team member must be representatives, nominated by schools and institutes.
3. One university/institute is eligible to nominate NO MORE than 2 teams.



5. Procedures, Details, and Criteria of the Competition

The competition will be held in TWO rounds: Elimination Round and Final Round.

5.1 Elimination Round

- All teams must record their business story-telling video clip, upload on Youtube (unlisted), and submit them on the Youtube links with a business script in English via Google form <https://forms.gle/jS2fhtHunzpFPRYz9>. Then all teams must submit their link within Sunday 8 August 2021 for judges' evaluation.
- All judges will select the top FIFTEEN teams presentations into the final round. The results will be announced on Wednesday 18, August 2021.

5.2 Final Round

Business Story - telling Competition

THE Final Round will be held on Thursday 28 October 2021 via Zoom Meeting ID: 412 729 9842

- All 15 teams will have to draw lots to determine the order of presentation.
- All teams should have their file ready for the presentation in the order drawn earlier.
- All teams will have SEVEN minutes to deliver their business presentation. A timer will show the following timing cards, which the presenter should follow closely:
 - A GREEN card will be displayed when the presenters have reached 3.30 minutes (3 minutes 30 seconds).
 - A YELLOW card will be displayed when the presenters have reached 6 minutes (one minute left).
 - A RED card will be displayed when the presenters have reached 7 minutes. The presenters have 30 second to end their presentation.
 - Presenters who have gone over 7.30 will be requested to stop and penalized by receiving 0 for the time allowance. They will be disqualified from the question session.
- All teams will be asked 2 questions from the judges at the end of their presentation.
- Judges' decisions are final*.

Remarks*

1. Contestants are requested to produce a seven-minute presentation of their story-telling video to be uploaded on Youtube. Submit the Youtube link in the Google Form <https://forms.gle/jS2fhtHunzpFPRYz9> within Sunday 8 August 2021.
2. The Fifteen teams eligible for the final round contest will be announced on Wednesday 18, August 2021 (via Website: <https://la.pim.ac.th/wp/>)

6. Criteria for Final Round**



- ❖ The team with the highest scores will be awarded the first prize
- ❖ The team with the second highest scores will be awarded the first runner-up
- ❖ The team with the third highest scores will be awarded the second runner-up
- ❖ The team with the fourth, fifth, and sixth highest scores will be awarded honorable mention

**** NOTE: Judges' decisions are final.**

6.1 Prizes

1. The winner will receive 5,000 Baht and a certificate of excellence,
2. The first runner-up will receive 3,000 Baht and a certificate of excellence.
3. The second runner-up will receive 2,000 Baht and a certificate of excellence.
4. Each of the three honorable mentions will receive a certificate of excellence.

6.2 Announcement and awarding of prizes

The results of all competitions/teams will be announced via Zoom on the contest date of Thursday 28 October 2021 and the Contest Grand Announcement will be posted on the website <https://la.pim.ac.th/wp/> and Facebook fan page PIM – Faculty of Liberal Arts on Thursday 11 November, 2021.

Remarks:

For further information, please contact coordinators of the competition as follows:

1. Mr. Nattawut Nakkaew
Tel. 061-541-4563
2. Miss Thitima Kamolnate
Tel. 090-993-4339
3. Miss Patcharee Srisai
Tel. 087-709-9113



7. Assessment

Assessment Rubric

Business Story - telling Competition

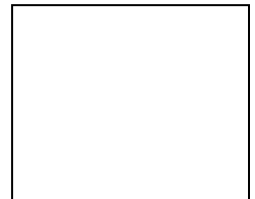
Topic: “Us...in 10 Years’ Time”

TITLE: _____

STORYTELLER 1: _____

STORYTELLER 2: _____

University/Institute: _____



Q & A Presenters are unable to answer and or off the point.	Presenters are able to answer one question with reasonable points.	Presenters are able to answer all questions with clear points.		Score
0	1	2		
PRODUCT FEATURES Product features are unclear.	Product features can be determined by the audience, but there are some lapses.	Product features are clear, but need some more thoughts by audience.	Product features are clear and fully focused.	Score
1 2 3	4 5 6	7 8 9	10 11 12	
PRESENTATION QUALITY Very poor quality of presentation, irrelevant and/or little addition to the product features. No/very little use of images/ diagrams	Poor quality of presentation, irrelevant and/or with some addition to the product features. Some use of images/ diagrams.	Some use of images/ diagrams giving some focus on product features, but some images/diagrams are not the best choice for the purpose.	Very effective presentation, creating and enhancing product features. Images/ diagrams are relevant and add to product purpose	Score
1 2 3	4 5 6	7 8 9	10 11 12	
INNOVATION/ CREATIVITY Plot/storyline on the product features are created, but no solution/outcome provided.	Plot/storyline on the product features are created but little or no innovation or creativity offered in solution/ outcome	Plot/storyline on the product features are created showing some creativity in solution/ outcome.	The story provides a cohesive plot/storyline. Solution/outcome is creative and/or innovative.	Score
1 2 3	4 5 6	7 8 9	10 11 12	



IDEAS & ORGANIZATION Details given, but lacks important information for audience's understanding.	Some lapses in focus or confusing details, some key ideas missing.	Little /almost no lapses in focus or confusing details, needs more organized details for easy understanding.	Ideas are developed through logical, relevant details, well organized and easy for the audience to follow.	Score
1 2 3	4 5 6	7 8 9	10 11 12	
VOCABULARY Little or no technical vocabulary. Word choice interferes with audience's understanding.	Some technical vocabulary is used. Some word choice or use of technical language is confusing to the audience.	Language is effective in proposing the product features. Technical language is used but needs to be explained when necessary to promote understanding.	Language is concise and adds to the product features. Technical language is used appropriately and explained when necessary to promote understanding.	Score
1 2 3	4 5 6	7 8	9 10	
LANGUAGE MECHANICS Errors interfere with understanding of product features.	Some errors that prevent some parts of the presentation.	There are few errors that interfere with understanding. Use of some sentence varieties.	Language demonstrates control of sentence structures and variety, and grammar.	Score
1 2 3	4 5 6	7 8	9 10	
TARGET GROUP It is not possible to identify target group. The data does not meet needs/wants of target group.	It is possible to identify target group, but the data meet some needs/wants of target group.	It is somewhat easy to identify target group. The data clearly meet needs/wants of target group.	It is easy to identify target group. The data clearly meet needs/wants of target group.	Score
1 2 3	4 5 6	7 8	9 10	
DELIVERY Presenters show very little control of pronunciation, voice varieties, inappropriate facial expressions and gestures, no eye contact.	Presenters show some control of pronunciation, voice varieties, appropriate facial expressions and gestures, some eye contact but not wholly engaging audience.	Presenters show better control of pronunciation, voice varieties, appropriate facial expressions and gestures, eye contact and engaging audience with minor lapses.	Presenters show complete control of pronunciation, voice varieties, appropriate facial expressions and gestures, eye contact and engaging audience.	Score
1 2 3	4 5 6	7 8	9 10	
			TOTAL SCORE of 90	

Adapted from: <http://stlp.education.ky.gov/wp-content/uploads/2015/12/STLP-DPOJ-Storytelling-rubric.pdf>