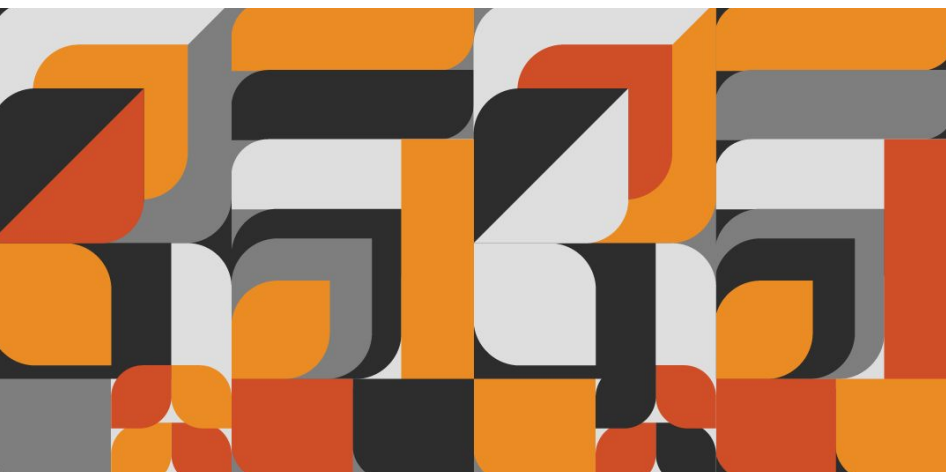




# Trust Builders Challenge 2021

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Guidelines for the finals and  
video submission







## General

1. We will be hosting a series of virtual workshops to prepare you for the finals. Invite links and further details will be provided to you in an email. Details on this are also provided in our 'finals' FAQs [here](#).
2. Teams are required to submit recent, hi-res photos of each of the four (4) members in business casual attire. Email your photos to [buildingtrust@my.pwc.com](mailto:buildingtrust@my.pwc.com) by 31 March 2021.
3. PwC holds the rights to disqualify any team who does not meet the conditions in these guidelines.

## Working with mentors

4. Finalist teams will be allocated two (2) mentors, one PwC mentor and one industry mentor, between 24 March 2021 and 30 April 2021. Contact details of your assigned mentors will be shared with you via email.
5. Although it is up to each team to utilise their mentors, there are a few important things we want you to remember:
  - Use your mentors **effectively**. They are here to help you out with your business crisis, so don't hesitate to ask them for help.
  - Please remember they have their own schedules, so it is important you keep this in mind when booking their time.
  - If it so happens your team feels it is easier to meet up with your mentors or with each other face-to-face, by all means do. However, please make sure you are abiding by all government COVID-19 regulations (SOPs, social distancing, etc).

## Presenting your solution

6. Teams will present their solutions to our judges via a pre-recorded video presentation.
7. Your video presentation must:
  - a. **Explain how the scenario affects Full Meal's business and its stakeholders.**
  - b. **Elaborate how you would implement your proposed solution to rebuild trust with Full Meal's customers.**
  - c. **Show how you validate your solution by gathering viewpoints from the public.**
8. The video presentation must reach the PwC Trust Builders team by **11.59PM MYT, 21 April 2021**. Please email the video link to [buildingtrust@my.pwc.com](mailto:buildingtrust@my.pwc.com) with the email subject: **PwC Trust Builders Challenge 2021 - (insert team name)**. PwC reserves the right to penalise or disqualify late submissions.



## Attending the finals

1. The finals will be held virtually on 30 April 2021.
2. As judges will have already seen your video submissions beforehand, on finals day, each team will be given five (5) minutes with our judges for a Q&A session. The judges will take your responses into consideration when determining the winners.
3. The agenda and detailed joining instructions for the finals will be communicated to you via email closer the date.
4. Mentors are encouraged to attend the finals. However, they will not be able to join you in the Q&A session. We encourage you to consult your mentors before the finals if you know that they will not be available on 30 April 2021.
5. All four (4) team members must be present on 30 April 2021.
6. In the event that the number of participants in a team is reduced to less than four (4) members, the team shall be disqualified. However, PwC reserves the right, not to disqualify teams in which a team member had a legitimate reason to leave their team, as long as there are at least three (3) team members attending the Q&A session. Reasons considered legitimate will be left to our discretion.





## Technical specifications

1. Video length must not exceed 7 minutes.
2. Video must be subtitled. You can add subtitles using YouTube, which we will cover in one of our workshops.
3. Video can be shot using any device capable of recording **HD videos (min. 720p)**: a high-quality webcam on your computer, a handheld video camera or a handheld device such as an iPhone, iPad or an Android device.
4. Videos can be in **half** or **full HD**.
5. Your final video submission should be in **landscape mode**.
6. Make sure that there are no personal identifiers visible in your video, e.g. team members' names, name of university, etc. You're only allowed to show your team name and video title if you choose to include these in your video. However, these are optional.

## Submitting your video

7. Your video must be uploaded to YouTube:
  - You can upload the video to an existing YouTube account of any of your team members. If none of the team members have a YouTube account, please create one.
  - Make sure your video is set to "Unlisted" and comments are disabled.
  - Please title the video: **PwC's Trust Builders Challenge 2021 - (insert team name)**.
  - If you are presenting slides in your video, we will also need your presentation slides and full transcript. **This can be sent in tandem with the above.**

## Delivering your presentation

8. You have two (2) options:

### Presenting without digital visual aids

If you will be recording a video of yourself/team members talking without digital visual aids (e.g. no powerpoint presentation in the background), then you can record your video on any device capable of producing videos that meet our technical specifications (see 'Recording your presentation'). Use of non-digital visual aids (e.g. boards/posters) are allowed. Speakers must record their speech in one smooth take.

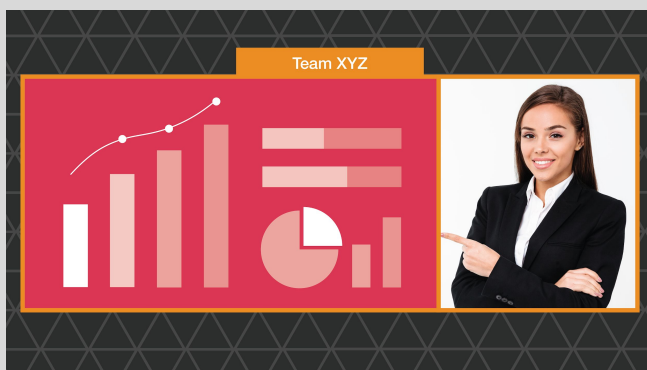
### Presenting with digital visual aids

If you are recording a PowerPoint presentation, we recommend showing between 5 and 7 slides. Other forms of digital visual aids (e.g. Prezi) are also allowed. Your video must clearly show the presentation and the speaker on a single screen throughout the video.



You are allowed to edit your video for formatting purposes (e.g. to put together recordings of the speaker and the presentation), however, again, speakers must record their speech in one smooth take. Please see visual examples below:

Example 1



Example 2



Example 3



9. Remember to speak slowly and enunciate clearly, without long pauses.
10. Ensure lighting is adequate. Make sure the speaker is not wearing white, or against a white (or very light) background. The sky, windows, bright walls and lights in the background can create problematic videos.
11. Please minimise background noise as much as possible, as this will affect the overall sound quality of your video.



## Other submission requirements

12. We will also request for you to upload the items below on our 'MFT2go' platform. Each team will receive a unique submission link (via email) with instructions. The link will be sent to the first team member in the initial written submission form.
  - a. Video (without subtitles) in **.mp4** format
  - b. Subtitle file in **.srt** format
  - c. Digital visual aids in **.pdf** format
  - d. Full transcript in **Microsoft Word**, with any citations and/or references you make in your video
13. You will be asked to sign a Digital and Authorisation Release Form.
14. No copyrighted materials (music, images, etc.) may be used for this challenge unless the copyright is owned by yourself/team members, or you/team members have a license to use the material for the Trust Builders Challenge.
15. Videos shall not contain material that is inappropriate, indecent, obscene, hateful, defamatory or slanderous.
16. Videos shall not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, disability or sexual orientation.



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