

HOMEOPATHY ACTION TRUST

HIGHLIGHT CHALLENGE 2019

Last year's winner achieved over 60,000 views: phenomenal for a video about Homeopathy. Our goal this year is to double that!

Following on from #Try Homeopathy the 2019 theme is WHY TRY HOMEOPATHY.

The trustees of the Homeopathy Action Trust are challenging you to create a short video telling everyone why they should Try Homeopathy.

The Task

Create a 1-2 minute pithy video that asks people to Try Homeopathy in a concise, captivating and practical way. It should be pithy. In other words, brief, forceful, and meaningful in expression; full of vigour, substance and meaning.

You can enter as an individual or as a collective.

The competition is a global challenge for registered students of homeopathy.

It must be in English or have an English voice-over or subtitles.

All submissions must be accompanied by certification from your school acknowledging your student status and that the content is suitable for the internet and appropriate for our profession. The video must have the Logo for Homeopathy Action Trust at the end of the video.

Submission

Submission deadline is September 1st 2019

All videos must be under two (2) minutes in length.

Limit one (1) submission per person or group

HAT membership is required to participate.

Once you submit your completed video to the Homeopathy Action Trust, ownership of the video passes to the Homeopathy Action Trust. At which point you may not make any changes. After the Loving Homeopathy celebration and prize giving your video may be used to enhance your personal marketing effort, support the promotion of your school and the Homeopathy Action Trust.

By submitting your video to the HAT Highlight Challenge you are giving your school and HAT permission to share it through the HAT website and social networking platforms.

Please make sure your film can be viewed in full screen mode and does not infringe copyright law.

Timeline

All submission forms including URL of completed videos, must be received by 1st September 2019

Finalists will be announced end of October 2019

The winner will be revealed at the Loving Homeopathy event to be confirmed

Judging Panel

Trustees of HAT

Judging Criteria

The judging will be based on the following:

What did the video leave us thinking about?

What was the main informative aspect of the video?

What was the main message of the video?

What did we gain by seeing the video?

Was the video well edited?

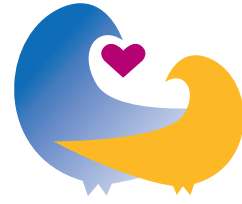
What audience is the video aimed at?

Prizes

First place : Helios Practitioner Remedy Kit

Second place : Dispensing Starter Pack from HSC

Third place : The Definitive Collection of *Homeopathy in Practice*



HOMEOPATHYACTIONTRUST

HAT MEMBERSHIP

On completion of the video:

1. Join HAT (See below)
2. Download the application form
3. Scan or post your application form appropriately signed
4. Attach a brief summary of your video (no more than 150 words)
5. Submit your video to mhellis62@gmail.com

HAT membership for this competition:

<http://homeopathyactiontrust.org/membership/plans/>

£1 taken on a card at the time of joining, then 11 x monthly £1 thereafter.

Go to the web address above or to the HAT homepage and click on 'Become a member' at bottom left of page.

Helpful resources:

1. View previous winners on the HAT website:
<https://homeopathyactiontrust.org/homeopathy-highlight-challenge-2018/>
2. Video Editing Software
 - a) Apple iMovie
 - b) Lumen 5
 - c) Nero Video
 - d) Orel Video Studio
 - e) Filmora from Wondershare
 - f) Adobe Premier
3. Address for applications not submitted by email: 236 Chaldon Way, Coulsdon, CR5 1DH