



# **RULE THE TUBE**

THE CA VIDEO COMPETITION

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## **ATTENTION ALL FUTURE MEDIA MASTERS. SHOW US YOUR 2.0 POWERS AND WE'LL SHOW YOU THE MONEY.**

Chartered Accountants rule. They're among the best-trained business minds out there. The Institute of Chartered Accountants of Ontario wants you to help spread the word.

## **THIS YEAR'S VIDEO THEME: WHY BEING A CHARTERED ACCOUNTANT ROCKS.**

Make your video as deadly serious or totally nutso as you like. You'll be judged on originality, creativity, number of views on YouTube and how much it impresses the Institute's Career Information Team.



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**TOP PRIZE:**  
**\$1,500**

**FINALISTS:**  
**\$200 EACH**

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## **BEFORE YOU RULE THE TUBE, YOU'VE GOT TO KNOW THESE RULES.**

- You must be an Ontario high school or university student
- Video must be no longer than 2.5 minutes
- Entries must be produced by an individual but the video can feature as many people as you like
- The theme must be "Why being a Chartered Accountant rocks"
- Please keep your video tasteful
- Your video must be an original creation
- You must appear in the video at least a little bit
- [www.guidetorulingtheworld.ca](http://www.guidetorulingtheworld.ca) must appear in the video – be creative!
- Your video title must follow this format: Rule the Tube 2010 – "Title of your video"
- A complete set of contest rules can be found at [www.guidetorulingtheworld.ca/RuleTheTube](http://www.guidetorulingtheworld.ca/RuleTheTube)

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## ALL CONTESTANTS MUST JOIN OUR HIGH SCHOOL OR UNIVERSITY ASSOCIATE STUDENT PROGRAM.

This contest is for members only, but joining is easy. Go to [www.guidetorulingtheworld.ca/AssociateProgram](http://www.guidetorulingtheworld.ca/AssociateProgram)

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## SUBMISSION INSTRUCTIONS. THRILLING? NO. VITAL? YES.

To submit your video, upload it to YouTube and fill out the contest entry form found at [www.guidetorulingtheworld.ca/RuleTheTube](http://www.guidetorulingtheworld.ca/RuleTheTube). The deadline for video submission is November 7, 2010 at 11:59 pm.

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## MASTER THE SUBTLE ART OF SHAMELESS SELF-PROMOTION.

A big part of the contest is based on how well you promote your video. It isn't enough to be a brilliant and original video-maker, you also need to prove your skills as an epic promoter. The more views, likes and positive ratings you receive on YouTube, the better. Negative ratings and comments will not count against you. So don't fear the haters.

### YOUR RULE THE TUBE ACTION PLAN

- Today ▶ Become an Associate Student Member
- Soon ▶ Write, rehearse and shoot your video
- Nov. 7 ▶ Post your video to YouTube and submit the contest entry form no later than November 7, 2010 at 11:59 pm. Begin promoting your video.
- Nov. 12 ▶ Finalists will be chosen by the Institute and notified on November 12, 2010, and their videos will immediately be posted on [www.guidetorulingtheworld.ca/RuleTheTube](http://www.guidetorulingtheworld.ca/RuleTheTube)
- Nov. 12-26 ▶ Voting period - REALLY start promoting your video
- Nov. 26 ▶ Voting and promotion ends on November 26, 2010 at 12:00 pm. Winner will be announced by the end of the day.



**EVERYTHING YOU NEED  
TO KNOW IS AT:**

[www.guidetorulingtheworld.ca/RuleTheTube](http://www.guidetorulingtheworld.ca/RuleTheTube)

**← WHAT'S THIS CRAZY LOOKING BLACK BOX?**

It's called a QR Code and it tells your Smartphone what web page to visit. If you have a Smartphone you can download a QR Code reader for free at sites like [neoreader.com](http://neoreader.com) or [scanlife.com](http://scanlife.com)



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