



競賽辦法



填寫報名表
與上傳作品

參賽資格：

一、30歲以下大專院校之學生或社會人士，不限國籍，歡迎外籍人士報名參賽。

二、以團隊形式報名，每組成員最多5名，可混齡組隊，團隊需自行命名，每人僅限參與1隊。

報名方式：

填寫線上報名表單，將參賽作品與

【GIFT全球專業實習平臺行銷競賽著作財產權授權使用同意書】與上傳至主辦單位指定之雲端硬碟網址。

競賽方式：

一、初賽階段

行銷企畫案：30%

行銷影片投票數：30%

增加GIFT平臺之學生會員數：40%

二、複賽階段

由進入決賽之十強隊伍向複賽評審委員簡報其行銷企劃案之構想、執行過程與成果。

簡報內容：40%

問題回答：50%

市場反應：10%

競賽獎項：

一、冠軍(1組)：獎金10萬元、獎牌1面，並將參賽者推薦為 GIFT平臺之「精英會員」。

二、優勝(4組)：每組獎金1萬元、每組獎牌1面，並將參賽者推薦為GIFT平臺之「精英會員」。

三、決賽入圍(10組)：進入決賽之十強隊伍，依團隊人數，每人獎金2千元，每組最多1萬元。

競賽時程：

一、報名與收件截止：即日起至2020年2月1日

二、初賽影片投票與GIFT平臺之學生會員數：2020年2月4日~2020年3月9日

三、決賽時間由執行單位另行通知入圍團隊

教育部計畫

勇於航向 未知的世界

SAILING INTO UNCHARTED WATERS

全球專業實習聯盟平臺 行銷企畫案競賽

指導單位：教育部

執行單位：東海大學國際職場實習發展中心

協辦單位：

媒體：天下雜誌

學術界：政治大學、輔仁大學、臺灣科技大學、臺北科技大學、朝陽科大、彰師大、東海大學、靜宜大學、文藻大學、明道大學、中國科技大學

非營利組織：台灣世界展望會、伊甸社會福利基金會、台灣社會企業永續發展協會

競賽聯絡人：東海大學國際職場實習發展中心 - 陳小姐 TEL：0905-665-238 Email：hsinyu@thu.edu.tw



More information



Registration website

Contact person :

Center for International Internship Development, Tunghai University
Ariel Chen
TEL : 0905-665-238
Email : hsingyu@thu.edu.tw

How to enter the contest

1. College students or recent graduates under the age of 30. All nationalities are welcome, and foreigners are encouraged to enter the contest.
2. Entrants compete in teams consisting of a maximum of 5 members, who can be of different ages. Each team comes up with its own name. Each individual entrant can only be part of one team.

Registration

Registration is completed by filling out an online google doc and uploading the attached "GIFT Marketing Contest Release Form" and the marketing proposal and video to a designated cloud drive:

Contest rules

1. First round

Marketing proposal:30%

Votes for marketing video : 30%

The number of GIFT student members recruited :40%

2. Final round

The 10 teams that advance to the final round will do a presentation on the idea, implementation, and results of the marketing proposal for the judges

Presentation content 40%

Response to questions 50%

Public feedback: 10%



MOE PROJECT

SAILING

INTO UNCHARTED WATERS

**GLOBAL INTERNSHIP
FACILITATION OF TAIWAN, GIFT
MARKETING CONTEST**

Prizes

1. Champion (1 team): Prize money of NT\$100,000 and one reward plaque. Recipients become "elite" members of the GIFT platform.
2. Honorable mentions (4 teams): each team gets prize money of NT\$10,000 and one reward plaque. Recipients become "elite" members of the GIFT platform.
3. Every person that is a member of one of the teams in the final round will receive prize money of NT\$2,000. The maximum amount each team can receive is NT\$10,000.

Important Dates

- 1.Registration and uploading of submissions must be completed by February 1, 2020.
- 2.Voting on marketing video and counting of recruited GIFT members: Votes casted and members recruited between February 4, 2020 and March 9, 2020 will be counted for first-round scoring.
- 3.The sponsor will notify the teams in the final round of the date of the final round.

Advised by the Ministry of Education

Sponsored by the Center for International Internship Development of Tunghai University

Co-organized by :

Media : Commonwealth Magazine

Academia : National Chengchi University, Fu Jen Catholic University, National Taiwan University of Science and Technology,

Chaoyang University of Technology, National Changhua University of Education, Tunghai University, Providence University,

Wenzao Ursuline University of Languages, Mingdao University, China University of Technology

Non-profit organizations : Wold Vision Taiwan , Eden Social Wwlfare Foundation , Association of Sustainable Social Enterprise of Taiwan

Sailing into Uncharted Waters: How to make the youth more competitive by leveraging the GIFT platform Official Rules of the GIFT Marketing Contest

A. Introduction

Taiwan is experiencing a brain drain under increased global competition, greatly impacting recruitment for both businesses and non-profit organizations. Since 2018, the Ministry of Education has supported and funded the Global Internship Facilitation of Taiwan (GIFT), an internship matching platform which is administered by Tunghai University and offers services free of charge to both employers and students studying in Taiwan, including international and overseas Chinese students. Business members can search for talent by posting internship positions on this platform. Student members can browse open internship positions and apply for those that fit their background and interests. Later, in accordance with policies of the Ministry of Education, young people under the age of 30 were allowed to register as student members even if they were not enrolled students. We are looking for creative ways to market the GIFT platform and welcome those with a knack for marketing to enter this competition.

B. How to enter the contest

1. Eligible participants: College students or recent graduates under the age of 30. All nationalities are welcome, and foreigners are encouraged to enter the contest.
2. Entrants compete in teams consisting of a maximum of 5 members, who can be of different ages. Each team comes up with its own name. Each individual entrant can only be part of one team.
3. Registration is completed by filling out an online google doc and uploading the attached Marketing Contest Release Form and the marketing proposal and video to a designated cloud drive: <https://forms.gle/S6eTVJ5A1E3YKYJ1A>. Only electronic files submitted to the aforementioned google drive are accepted. Each submission is assigned a unique code according to time of upload.
4. Deadline: All submissions must be uploaded by 17:00 on February 1, 2020.
5. Each team can only submit one marketing proposal and one video. Entrants who violate this rule will be disqualified. Once the submitted materials are deemed to be complete, the sponsor of the contest will notify the entrants via email of their eligibility within three business days. All submissions are allowed to be modified or

replaced by the deadline of 17:00, February 1, 2020.

C. Contest rules

1. First round

(a) The competing teams must present marketing proposals that expand on the theme of “How to make the youth (including international and overseas Chinese students) more competitive by leveraging the GIFT platform.” There are no restrictions on how the content of the proposal is presented.

(b) Judges in the first round will consist of advisors hired by the GIFT platform and scholars or experts recommended by entrants.

(c) How the contestants are judged:

(1) Marketing proposal (30%): The judges will review the marketing proposals submitted by the teams. Each proposal should cover the following four areas: analysis of current state, marketing strategy, project schedule and expected benefits. The highest score each judge can give is 100, and the final score is the average of the scores of all judges. The proposal will be scored as follows:

I. Analysis of current state 20%

II. Marketing strategy 30%

III. Project schedule 20%

IV. Expected benefits 30%

(2) Votes for marketing video (30%): The submitted video will be posted on a public website for the public to view and vote on the videos they like. The sponsor will tally the votes received from February 4, 2020 to March 9, 2020. The team with the most votes will receive 30 points; the team with the second most votes will receive 29 points, and so on. If the team is not among the top 30 in terms of votes received, it will receive 0 points for this component.

(3) The number of GIFT student members recruited (40%): From February 4, 2020 to March 9, 2020, all new members can select during registration the team that referred them to the platform. The team that recruits the most members will receive 40 points; the team that recruits the second most members will receive 39 points, and so on. If the team is not among the top 40 in terms of member recruited, it will receive 0 points for this component.

(4) The total score is sum of the scores from the three components listed above.

The Top 10 teams ranked by total score will advance to the next round.

2. Final round

(a) Judges in the final round will consist of university presidents, business owners and interns.

(b) The 10 teams that advance to the final round will do a presentation on the idea, implementation, and results of the marketing proposal for the judges in the final round. The presentation will be scored as follows:

(1) Presentation content 40%

(2) Response to questions 50%

(3) Public feedback: 10%. The video of the presentation will be posted on social media and public websites to be viewed by the general public. The team with the most “likes” will get 10 points; the team with the second most “likes” will get 9 points, and so on.

(c) The sponsor will notify the teams in the final round of the date of the final round.

D. Prizes

Champion (1 team): Prize money of NT\$100,000 and one reward plaque. Recipients become “elite” members of the GIFT platform.

Honorable mentions (4 teams): each team gets prize money of NT\$10,000 and one reward plaque. Recipients become “elite” members of the GIFT platform.

Finalists (10 teams): Every person that is a member of one of the teams in the final round will receive prize money of NT\$2,000. The maximum amount each team can receive is NT\$10,000.

E. Contest rules

1. Video submission requirements

(a) The video should be 1 to 3 minutes. No restrictions on the type or style of the video.

(b) The video should be submitted as an mp4 file with a resolution of 1920 X 1080 to the following cloud drive: <https://forms.gle/S6eTVJ5A1E3YKYJ1A>.

(c) The video should open with its title in text only. The ending should include the GIFT logo, which can be downloaded at the following link: <https://bit.ly/2PBnHQb>.

(d) Subtitles in Mandarin Chinese should accompany dialogue or voiceovers in the video, including those not spoken in Chinese, whose translation is the responsibility of the entrants.

2. By completing the registration, the entrant warrants that all submitted information is authentic and correct. If any submitted information is found to be fraudulent, incomplete, or false, or if the sponsor is unable to contact the entrant using such information, the entrant will be disqualified or unable to advance to the final round.

3. The submitted proposal and video must be the original work of the entrants and not contain material that infringes upon the intellectual property rights of others. It is the entrant's responsibility to ensure that the submission can be legally published and displayed in public. During the contest period, the entrants are prohibited from plagiarizing the works of others or submitting the works of others as their own. If entrants violate this rule, they will be disqualified, and any prize money they previously received will have to be returned; we reserve the right to pursue legal action, and the entrants in violation shall be fully responsible for all legal consequences.

4. Submissions, whether they advance to the final round, will not be returned to the entrants. All entrants are advised to retain a copy of their submission.

5. Submissions must not contain material which is obscene, pornographic, sexually explicit, violent, or in violation of good social customs. Submissions also cannot contain material that may harm the sponsor, including but not limited to quantifiable or non-quantifiable damages to the sponsor's brand or reputation. Entrants in violation of this rule will be disqualified, possibly without notification from the sponsor. The sponsor reserves the right to pursue legal action, and the entrants in violation will be liable for civil or criminal damages incurred by the sponsor.

6. The sponsor has the right, in perpetuity, to execute, reproduce, modify, promote, display the content of all submissions.

7. At the registration phase, the sponsor has the right to reject submissions that do not comply with the official rules (e.g. offensive content), and such submissions will not be able to advance to the final round.

8. Judges may choose not to designate certain awards.

9. Teams that qualify for the final round will forfeit their finalist status if they do not participate and deliver the required presentation in the next phase of the contest.

10. Winners may forfeit their prizes if they do not provide, within a specified period,

information necessary to claim the prize

11. By completing their registration, entrants agree to the official rules of this contest. The sponsor reserves the right to modify the existing rules. If such modifications occur, they will only be announced on the contest's official website; no separate notifications will be sent.

F. Collaborating Organizations

1. Advised by the Ministry of Education

2. Sponsored by the Center for International Internship Development of Tunghai University

3. Co-organized by:

Media: Commonwealth Magazine

Academia: National Chengchi University, Fu Jen Catholic University,
National Taiwan University of Science and Technology,
Chaoyang University of Technology,
National Changhua University of Education,
Tunghai University, Providence University,
Wenzao Ursuline University of Languages,
Mingdao University, China University of Technology

Non-profit organizations: World Vision Taiwan,

Eden Social Welfare Foundation,

Association of Sustainable Social Enterprise of Taiwan

G. Contact Person :

Center for International Internship Development, Tunghai University

Ariel Chen

TEL : 0905-665238

Email : hsingyu@thu.edu.tw

Appendix

“Sailing into Uncharted Waters” Marketing Contest Release Form

1. By entering into the GIFT Marketing Contest sponsored by the Center for International Internship Development of Tunghai University, I hereby warrant that my submission is my own work which has not been previously published and does not infringe upon the intellectual property rights of others. I bear full legal responsibility for any disputes that may arise over the intellectual property rights of the aforementioned submission.
2. If a submission receives an award, the rights of such submission are granted to the sponsor. The sponsor has the right to use the content of such submission in advertising, public displays, printed materials, CD-ROMs, and other manners of reproduction, as well as the right to edit, adapt, modify, sub-license, and otherwise use such submission in any way, without having to pay royalty.
3. I warrant that the contest submission does not infringe upon the copyright, trademarks, or other intellectual property rights of any third party. In the event a third-party intellectual property claim is raised and later confirmed after investigation, the sponsor will disqualify the winner who made the submission and demand the return of the prize money. The sponsor may also pursue legal action if necessary.

Member 1 :	
Signature :	Signature of Legal representative :
Passport NO :	Passport NO of Legal representative :
Member 2 :	
Signature :	Signature of Legal representative :
Passport NO :	Passport NO of Legal representative :
Member 3 :	
Signature :	Signature of Legal representative :
Passport NO :	Passport NO of Legal representative :
Member :	

Signature :	Signature of Legal representative :
Passport NO :	Passport NO of Legal representative :
Member :	
Signature :	Signature of Legal representative :
Passport NO :	Passport NO of Legal representative :

Remark : Minors under the age of 20 require the signature of a legal representative

Date:

Personal Information Notice and Consent Form

In accordance with Paragraph 1, Article 8 of the Personal Data Protection Act (the “PDPA”), we must inform you of the following:

1. Purpose of collection: To facilitate your participation in this contest.
2. Types of personal information collected: Code types of identification: C001 and C003. Code types of characteristic: C011. Education, examination, technique, or other profession: C051 and C052.
3. Period, locations, parties, and method of personal information use:
Period: The length of time necessary for the completion of the contest and all associated matters.
Parties: All entities related to administration of the contest, including administrative units of schools, and supervisory or regulatory bodies.
Locations: The places in which the aforementioned parties are located.
Method: In accordance with the Personal Data Protection Act and other related laws and regulations.
4. In accordance with Article 3 of the PDPA, you shall be able to exercise the following rights:
 - (1) the right to make an inquiry of and to review your personal data;
 - (2) the right to request a copy of your personal data;
 - (3) the right to supplement or correct your personal data;
 - (4) the right to demand the cessation of the collection, processing, or use of your personal data;
 - (5) the right to erase your personal data.The sponsor of the contest is not liable for any damages you may incur when you exercise the aforementioned rights.
5. You are free to elect whether to provide your personal information; however, the sponsor of the contest may be unable to accommodate certain requests if you refuse to give your information, or if the information you give is false or incomplete.

勇於航向未知的世界 (Sailing into Uncharted Waters)： 如何善用 GIFT 平臺，協助青年營造就業優勢 行銷企劃案競賽辦法

壹、簡介

在全球化的競爭下，臺灣的人才流失嚴重，對企業界或非營利組織的徵才造成衝擊。自 2018 年，教育部補助東海大學推動「全球專業實習聯盟平臺」，英文名稱為 Global Internship Facilitation of Taiwan，簡稱 GIFT 平臺，免費提供給企業與在臺求學青年(含僑外生)使用。企業會員可在平臺上刊登實習職缺或招攬人才；學生會員可瀏覽實習職缺，選擇有興趣的職缺投遞履歷。配合教育部政策，擴大媒合對象，讓 30 歲以下的青年也可註冊為「會員」。歡迎對此行銷企劃案有興趣之高手展現長才。

貳、如何參賽？

1. 對象：30歲以下大專院校學生或社會人士。本競賽參賽成員不限國籍，歡迎外籍人士報名參賽。
2. 方式：以團隊形式報名，每組成員最多5名，可混齡組隊，團隊需自行命名，每人僅限參與1隊。
3. 報名：以網路google表單報名，填寫線上報名表單，並將附件之【**著作財產權授權使用同意書**】與**參賽作品上傳**至執行單位指定之雲端硬碟網址 (<https://forms.gle/S6eTVJ5A1E3YKYJ1A>)。本競賽僅接受上傳電子檔至google雲端硬碟，依收件順序編列參賽流水碼。
4. 期限：作品檔案必須於 2020年2月1日17:00 前上傳。
5. 參賽之團隊或個人僅可投遞一件企劃案與一支影片，不符合要求者取消參賽資格。執行單位確認參賽資料齊全，將在三個工作日內以電子郵件的方式，通知參賽者是否取得參賽資格。在2020年2月1日17:00前皆可修改重新上傳。

參、競賽方式

一、初賽階段

1. 主題：參賽隊伍以「如何善用GIFT平臺，協助青年(含僑外生)營造就業優勢」提出行銷企劃案，內容之呈現不受限制。
2. 初賽評審委員：評審委員有兩個來源，GIFT平臺所聘任之諮詢委員，及參賽隊伍所推薦之學者或專家。

3. 評審內容：

(1) 行銷企劃案 (30%)：評審委員針對參賽隊伍之行銷企劃案進行書面審查，企劃案之內容應包括「現況分析」、「行銷策略」、「計畫時程」、「預期效益」。企劃案滿分100分，以所有委員之給分平均。評分之標準如下：

A. 現況分析：20%

B. 行銷策略：30%

C. 計畫時程：20%

D. 預期效益：30%

(2) 行銷影片投票數 (30%)：執行單位將參賽影片放上公開網站，讓民眾投票。統計自2020年2月4日起至2020年3月9日之影片投票數，得票數最高者獲30分，第二高者獲29分，依此類推，未進入前30名者此項目得0分。

(3) 增加GIFT平臺之學生會員數(40%)：自2020年2月4日至2020年3月9日期間申請成為GIFT之新會員可選擇推薦之隊伍，受推薦之參賽隊得票數最高者獲得40分，第二高者獲得39分，依此類推，未進入前40名者此項目得0分。

3. 前三項分數加總最高之前10名競賽隊，可進入決賽階段。

二、複賽階段

1. 複賽評審委員：由加入GIFT平臺之大學校長、企業主及實習生組成。

2. 評審方式：由進入決賽之十強隊伍向複賽評審委員簡報其行銷企劃案之構想、執行過程與成果。評分標準如下：

A. 簡報內容：40%

B. 問題回答：50%

C. 市場反應：10%。執行單位會將參賽之簡報實況錄影，放置社群媒體及網站供與社會大眾分享，得到「讚」次數最高者獲得10分，第二高者獲得9分，依此類推。

3. 決賽時間由執行單位另行通知入圍團隊

肆、獎勵辦法

冠軍(1組)：獎金10萬元、獎牌1面，並將參賽者推薦為GIFT平臺之「菁英會員」。

優勝(4組)：每組獎金1萬元、每組獎牌1面，並將參賽者推薦為GIFT平臺之「菁英會員」。

決賽入圍(10組)：進入決賽之十強隊伍，依據團隊人數，每人獎金2千元，每組最多1萬元。

伍、比賽注意事項

一、參賽影片規格

1. 長度限1~3分鐘內，影片類型與風格不拘。
2. 解析度應為1920 (W) ×1080 (H) 之mp4格式檔案，並成功上傳至執行單位指定之雲端硬碟網址(<https://forms.gle/S6eTVJ5A1E3YKYJ1A>)。
3. 片頭僅可出現作品名稱，片尾最後請接入GIFT Logo，下載處：<https://bit.ly/2PBnHQb>。
4. 作品之對白或旁白，須附上中文字幕，非中文部分須附上中文翻譯，且需對翻譯內容負責。

二、完成報名即視為保證所有填寫、提出之資料均為真實且正確，如有資料不實、資料不完整、資料不正確及所留資料無法聯絡本人之情事，將被取消入選或得獎資格。

三、參賽作品須為自行創作且未侵害他人著作權益，參賽作品內容須由參賽者全權負責並確保可用於公開場域發表之合法合理使用，競賽過程嚴禁抄襲、剽竊、使用不當手段或盜冒用他人作品，若有發生以上情事，經查證屬實將取消參賽或得獎資格、追回獎金並保留法律追訴權，其間產生之法律問題，參賽者需自負責任。

四、參賽作品不論入選與否，一律不提供退件，請參賽者自行備份參賽作品。

五、參賽作品若涉及或影射腥、羶、色情、暴力或影響社會善良風俗等內容，或惡意造成執行單位包含但不限於形象、聲譽等有價或無價之損失，執行單位皆有權不另行通知參賽者，針對該作品取消參賽資格，並保留法律追訴權，若造成執行單位受有損害者應自負民事或刑事上賠償之責任。

六、所有參賽之作品，執行單位得有權執行、重製、修改、宣傳、展出之使用權，且不限時間。

七、執行單位有權於報名階段，先行將未符活動辦法規定（妨礙善良風俗等）之作品篩選，未符合活動辦法之作品將無法進入決選。

八、各獎項可依評審委員決議從缺。

九、入圍決選之參賽團隊若未能依規定出席決賽簡報及競賽相關活動，視同自動放棄。

十、若得獎人未於指定時間提供領獎資訊，執行單位得有權取消得獎資格。

十一、凡報名參賽者，即視為同意本活動各項內容及規定。若有未盡事宜，執行單位保留刪修之權利，若有任何更動，皆以活動網站公告為準，不另行通知。

陸、合作單位

一、指導單位：教育部

二、執行單位：東海大學國際職場實習發展中心

三、協辦單位：

媒體：天下雜誌

學術界：政治大學、輔仁大學、臺灣科技大學、臺北科技大學、
朝陽科大、彰師大、東海大學、靜宜大學、文藻大學、
明道大學、中國科技大學

非營利組織：台灣世界展望會、伊甸社會福利基金會、
台灣社會企業永續發展協會

柒、競賽聯絡人：

東海大學國際職場實習發展中心

陳小姐

TEL：0905-665238

Email：hsingyu@thu.edu.tw

附件：

勇於航向未知的世界 GIFT 平臺行銷企劃案
【著作財產權授權使用同意書】

1. 本人參加執行單位(東海大學國際職場實習發展中心)所舉辦之 **GIFT 全球專業實習平臺行銷競賽**，保證參賽作品係出於本人之自行創作，並未公開發表，絕無侵害他人著作之事宜。若有著作財產權之爭議，本人願負相關法律責任。
2. 參與本次活動所提交之作品，若有得獎，其著作財產權歸屬執行單位所有，執行單位得配合活動需要進行做為宣傳、展覽、文宣印製、錄製光碟及再利用等權利，並得節錄、增刪、修改，或授權第三人使用等，及為其他一切著作權財產權利用行為之權利，不另給酬。
3. 參與本次活動所提交之作品絕無侵害任何第三者之著作權、商標權或其他智慧財產權之情形。若有第三人對作品之適法性（如著作權肖像權）提出異議，並經查明屬實者，執行單位除取消得獎資格並追繳獎金外，將追究其相關之法律責任。

立書人 1：	
簽名：	法定代理人：
身份證字號：	法定代理人身分證字號：
立書人 2：	
簽名：	法定代理人：
身份證字號：	法定代理人身分證字號：
立書人 3：	
簽名：	法定代理人：
身份證字號：	法定代理人身分證字號：
立書人 4：	
簽名：	法定代理人：
身份證字號：	法定代理人身分證字號：
立書人 5：	
簽名：	法定代理人：
身份證字號：	法定代理人身分證字號：

備註：未滿 20 歲者需法定代理人簽章

中華民國 年 月 日

蒐集個人資料告知事項暨個人資料提供同意書

本競依據個人資料保護法(以下簡稱故資法)第八條第一項規定向您告知下列事項：

一、蒐集目的：為辦理本競賽於聯繫及相關業務執行之考量，需收集您參與活動所需之相關資料。

二、蒐集之個人資料類別：

識別類(C001、C003)、特徵類(C011)、教育、考選、技術或其他專業(C051、C052)。

三、個人資料利用之期間、地區、對象及方式：

期間：本競賽因執行業務所必須之保存期間。

對象：與本競賽業務相關之校內(外)單位、監督或主管機關。

地區：上述對象所在之地區。

方式：合於個人資料保護法及相關法令之利用方式。

四、依個人資料保護法第3條規定，可就您的個人資料向本計畫行使之下列權利：

- 1.查詢或請求閱覽。
- 2.請求製給複製本。
- 3.請求補充或更正。
- 4.請求停止蒐集、處理及利用。
- 5.請求刪除。

您因行使上述權利而導致對您的權益產生減損時，本競賽不負相關賠償責任。

五、您可自由選擇是否提供相關個人資料，惟您若拒絕或未依實或提供資料不完全，本競賽將無法為您提供特定目的之相關業務。