



International Marketing Video Competition 2026

Competition Rules & Guidelines

Aim of the Competition

- To create a high-quality promotional video for the IPA
- To showcase the values, activities, and international spirit of the IPA
- To generate content that can be used globally across IPA platforms

Eligibility

- Open to all IPA Sections and members worldwide
- Entries may be submitted by Sections, regions, or individual members

Video Requirements

- **Duration:** Minimum 30 seconds, maximum 2 minutes
- **Format:** High-resolution video (minimum Full HD recommended)
- **Language:** Any language, but **English subtitles are required** for international use
- **Content:** Suitable for global audiences and respectful of all cultures

Each video must:

- Reflect IPA core values: friendship, professional cooperation, international understanding
- Include a reference to the official website at the end:
www.ipa-international.org

Content & Branding

- Correct use of the **official IPA logo and corporate identity (new logo)** is mandatory.
- Content must align with IPA principles and reputation
- Videos may include operational, social, cultural, or professional elements of IPA life

Permissions and Rights

- All individuals featured must provide **explicit consent** for filming and publication
- By submitting a video, Sections grant the IPA:
 - **Full worldwide usage rights**
 - **Unlimited duration of use**
 - Rights to edit, adapt, translate, and publish across all platforms
- All content must comply with **copyright laws**, including:
 - Music
 - Images
 - Third-party materials

Submission Timeline & Method

- **Submission deadline:** 20 September 2026
- **Evaluation period:** 21 September – 1 October 2026
- **Final preparation:** By mid-October 2026
- **Presentation of winners:** World Congress 2026, Sri Lanka

How to Submit

All entries must be submitted via the **official electronic submission form:**

<https://form.jotform.com/261252952380052>

Due to file size limitations, videos **must not be sent by email**.

Participants are required to:

- Upload their video using a file-sharing platform such as:
 - WeTransfer
 - Google
 - Dropbox
- Copy and paste the **download link** into the submission form or send the link to marketing@ieb-ipa.org

Please ensure:

- The link is fully accessible (no restricted permissions)
- The video can be downloaded without issues
- If using WeTransfer, the file remains available for download (organisers may request resubmission if the link expires)

For any technical issues, please contact: **marketing@ieb-ipa.org**

Jury Panel

The competition will be evaluated by an international jury, consisting of:

- One representative from the **Marketing Commission**
- One representative from the **Socio-Cultural Commission**
- One additional appointed member (e.g. International representative)
- One **media/video expert**

Evaluation Criteria

Videos will be assessed based on:

- Creativity and storytelling
- Representation of IPA values
- Technical quality
- International relevance
- Overall impact and engagement

Prize

To recognise excellence, the winning entry will receive:

- Official recognition at the World Congress 2026
- Opportunity for the video to be used as part of the official IPA promotional campaign
- A special expenses paid invitation to an International IPA event to be discussed with winner

Good Luck!