岭南大学商学院校友会成立一周年

1st Anniversary of the Lingnan University Faculty of Business Alumni Association

（暨献礼校庆•聚力湾区盛典）

(Signature Gateway Event Marking the Double Anniversary Celebrations of Lingnan University • Grand Gala of Unity and Strength in the Greater Bay Area)

“与岭同行·向南花开”短视频征集大赛

“Walking with Lingnan · Blossoming Southward” Short Video Competition

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1. 活动背景 Background

以光影记录岭南故事，以校友情怀礼赞母校
In light and shadow, we capture stories of Lingnan;
with alumni devotion, we honor our alma mater.

适逢岭南大学商学院校友会（校友会）成立一周年，岭南大学及商学院亦迎来重要发展里程碑：2027 年岭南大学香港复校 60 周年及商学院成立 60 周年，以及 2028 年岭南大学广州创校 140 周年。为纪念商学院校友会一年来的发展历程，预热系列院/校庆主题活动，传承岭南大学薪火相传的办学精神，建母校与海内外校友深度联结的交流桥梁，特举办本次**「与岭同行·向南花开」短视频征集大赛**。
本次大赛遴选出的优秀作品将于 **2026 年 12 月 18 日在广州四季酒店举行的“献礼校庆·聚力湾区盛典”**现场展播并同步进行颁奖典礼。

As the Lingnan University Faculty of Business Alumni Association (LUFBAA) celebrates its first anniversary, both Lingnan University and the Faculty of Business are approaching significant development milestones, including the 60th anniversary of the reopening of the University’s Hong Kong campus and the 60th anniversary of the founding of the Faculty of Business in 2027, as well as the 140th anniversary of the founding of Lingnan University in Guangzhou in 2028. To commemorate LUFBAA’s inaugural year, build momentum for the upcoming University and Faculty anniversary celebrations, uphold Lingnan University’s enduring educational spirit, and strengthen ties with alumni around the world, the “**Walking with Lingnan, Blossoming Southward” Short Video Competition** is hereby launched.
Outstanding entries will be broadcast at the “Grand Gala of Unity and Strength in the Greater Bay Area”, to be held at the **Four Seasons Hotel Guangzhou on 18 December 2026**. The awards presentation ceremony will also take place during the gala.

2.活动目的 Objectives

本次大赛面向商学院在校学生及校友，依托新媒体短视频传播载体，汇集岭大人的真实经历与情感表达，凝聚湾区校友向心力。以校友多元视角讲述岭大故事，进一步深化校友与母校之间的情感纽带，既是对校友会发展历程的纪念，亦是传承岭大精神、维系校友社群的重要载体。

Open to current students, and alumni of the Faculty of Business, this competition harnesses the power of short video to share the authentic experiences and heartfelt reflections of the Lingnan community, strengthening cohesion among alumni across the Greater Bay Area. Through Lingnan stories from diverse alumni perspectives, the competition deepens the bonds between alumni and their alma mater. The competition not only celebrates LUFBAA's growth but also carries forward the Lingnan spirit and nurtures a vibrant, enduring alumni community.

3.参赛对象 Eligibility

岭南大学商学院全日制在读学生（含本科生、硕士研究生、博士研究生）及商学院历届毕业校友。参赛可采取个人或团队形式，团队参赛人数限定为 1-3 人。

The competition is open to all current full-time undergraduate, master's, and doctoral students of Lingnan University's Faculty of Business, as well as Faculty of Business alumni from all graduating classes. Participants may enter individually or in teams of up to three members.

4.参赛时间节点 Competition Timeline

作品征集开始日期：2026 年 11 月 1 日
作品征集截止日期：2026 年 11 月 30 日
获奖名单公布日期：2026 年 12 月 7 日至 11 日

Submission period: 1 November 2026
Submission deadline: 30 November 2026
Award list announcement period: 7-11 December 2026

5.参赛要求 Entry Requirements

A. 内容要求 Content Requirements

i.自我介绍 Self-introduction

参赛视频开篇须包含身份介绍

表述模板：我是[姓名]，岭南大学商学院[毕业年份/在读年份][专业]的在校生/校友。
呈现形式不限，可采用口述旁白、字幕文字等任意方式完成身份说明。

Each video entry must begin with a brief introduction identifying the participant.

Suggested wording:

"My name is [Name], and I am a [current student/alumnus/alumna] of the [Programme] at Lingnan University's Faculty of Business, [currently in Year X/Class of YYYY]."

The introduction may be presented through spoken narration, on-screen text, or any other suitable format.

ii.短片内容 Content of Video

参赛者可从个人经历出发，自由选择分享内容，例如：重温校园点滴、向商学院献上诚挚祝福、为学弟妹送上问候，或讲述校友之间的联系故事。
积极、温暖且真诚。您可融入与岭南大学商学院相关的珍贵个人回忆：难忘的校园景点、老师的教诲、同学情谊，或毕业后的校友故事。

Participants are encouraged to draw on their personal experiences, whether by sharing campus memories, extending best wishes to the Faculty of Business, sending greetings to junior students, or sharing stories of connections among alumni. Entries should convey a positive, warm, and sincere tone. They may feature treasured memories of Lingnan University's Faculty of Business—from beloved campus landmarks and inspiring guidance from teachers to lasting friendships with classmates and alumni experiences after graduation.

iii.影片长度控制 Video length

建议片度：30 至 180 秒。

Length of video is restricted to 30 to 180 seconds.

iv.版权合规 Copyright compliance

1）作品必须为原创；参赛者应保证对作品拥有完整、独立、无争议的著作权，严禁剽窃。如涉及创意借鉴，请在视频下方标明作品来源。如涉及个人肖像、隐私或他人名誉，参赛者须确保已获得相关权利人的书面授权同意。

All entries must be original, and participants must hold full, independent, and undisputed copyright in their submissions. Plagiarism is strictly prohibited. Any works used as creative references must be clearly credited below the video. If an entry involves another person's likeness, privacy, or reputation, participants must obtain prior written authorisation from the relevant rights holders.

2）音乐及视觉素材必须取得合法授权，且不得有任何侵犯版权的风险。作品中使用的背景音乐、字体、图片、影视片段等素材，参赛者须自行确保已获得权利人的合法授权。凡因作品版权、肖像权、名誉权等引发的法律纠纷，均由参赛者自行承担全部法律责任及损失。如因此给主办方造成损失或声誉损害的，主办方保留追偿权。

All music, visual content, and other materials used in an entry must be lawfully authorised and must not infringe any third-party rights. Participants are responsible for obtaining the necessary permissions from the relevant rights holders for any background music, fonts, images, film or television clips, and other materials included in their entries. Participants shall bear sole responsibility for any legal disputes arising from copyright infringement, image rights, reputational rights, or related matters, including all resulting liabilities and losses. The organiser reserves the right to seek compensation for any loss or reputational damage it suffers as a result.

3）作品应符合大赛主题，传递正能量，不含涉及色情、暴力、宗教与种族及地域歧视等具有争议性的内容。

Entries should align with the competition's theme and promote positive values. They must not contain controversial content relating to pornography, violence, religion, racial or regional discrimination, or similar sensitive issues.

4）依据国家有关法律法规，视频作品需在尊重和遵循相关知识产权法律法规的背景下使用 AI 技术创作，如使用 AI 创作，请在视频下方标明。否则，违规者将直接取消参赛资格。同时遵守且不违反 AI 工具服务商就 AI 生成作品的使用要求和相关约定。参赛者需知悉使用 AI 工具创作存在侵犯他人合法权利的法律风险。参赛者提交作品前应自行确保其通过 AI 工具创作的作品不侵犯任何第三方的肖像权、著作权、专利权、商标权等合法权益，否则，相关责任和风险由参赛者承担。

Any use of AI technology in creating video entries must comply with applicable national laws and regulations, including those governing intellectual property. Participants must disclose any use of AI in the creation process below the video. Failure to do so will result in disqualification. Participants must also comply with, and not violate, the requirements and relevant terms of AI tool service providers regarding the use of AI-generated works. Participants should be aware that using AI tools for creation may carry legal risks of infringing the lawful rights and interests of others. Before submitting an entry, participants shall ensure that any work created through AI tools does not infringe any third party's lawful rights and interests, including portrait rights, copyright, patent rights, and trademark rights. Participants shall bear all liabilities and risks arising from any such infringement.

5）凡投稿作品，即视为作者同意免费授予主办方在官网及相关公开渠道（包括但不限于展览、宣传、出版、衍生品制作等）对作品进行展示、传播及非营利性使用的权利，不另付稿酬。

By submitting an entry, the author shall be deemed to have agreed to grant the organiser, free of charge, the right to display, disseminate, and use the work for non-profit purposes on the official website and relevant public channels, including but not limited to exhibitions, publicity, publication, and the production of derivative items. No additional remuneration will be paid.

6）主办方有权在法律许可范围内，对本次活动的相关细则、流程安排作出调整与补充；对于活动相关未尽事宜，主办方享有最终解释权。

Within the scope permitted by law, the organiser reserves the right to amend or supplement the competition rules and procedures and retains final authority to interpret these rules and resolve any matters not addressed herein.

B.拍摄场景与着装要求 Filming Location & Attire Requirements

i.拍摄场景 Filming location

请优先选择干净、明亮且简洁的拍摄背景，并避免在具有争议性的场所进行拍摄。

Participants are encouraged to film against a clean, bright, and simple background. Filming in controversial locations is prohibited.

ii.服装规范 Attire Requirements

请避免穿着过于暴露的服装，或印有不当标志及标语的服装。

Participants should avoid wearing overly revealing attire or clothing displaying inappropriate symbols or slogans.

C.语言要求 Language Requirements

请使用普通话、粤语、英语进行录制，并确保表达得体、发音清晰且内容易于理解。

Videos should preferably be recorded in Putonghua, Cantonese, or English. Participants should use appropriate language, speak clearly, and ensure that the content is easy to understand.

D. 影片格式与技术标准 Video Format and Technical Standards

i. 拍摄参数 Filming specifications

•分辨率：最低 1080P（1920×1080）；优先采用 4K（3840×2160）。禁止使用 720P 及以下分辨率。
•帧率：24fps 以上，以确保画面流畅，避免卡顿与模糊。

• Resolution: Videos must have a minimum resolution of 1080p (1920 × 1080), with 4K (3840 × 2160) preferred. Videos at 720p or lower will not be accepted.
• Frame rate: Videos must use a frame rate of at least 24 fps to ensure smooth playback and minimise stuttering or motion blur.

ii.音讯要求 Audio requirements

音讯必须清晰，无明显杂音、回音或电磁噪声，以确保内容清晰可辨。

Audio must be clear and free from noticeable background noise, echo, or electromagnetic interference, ensuring the video content is fully audible and easily understood.

iii.视频文件格式与命名规范 File format and naming

•视频格式：首选影片格式为 MP4；
•视频命名：请使用统一格式：
LUFBAA–入学年份-专业（本科/研究生/博士生）-姓名
范例：LUFBAA-2020-FIN(UG)-ChanSiuMan
LUFBAA-2022-BIE(TPG)-ChanSiuMan
LUFBAA-2025-ACT(MPhil)-ChanSiuMan-FIN(PhD)-ChanDaiMan

•Video format: MP4 is preferred;
•Video naming: Please name your video file using the following format:
LUFBAA –Admission Year – Programme (UG/TPG/RPg)– Name
Example: LUFBAA-2020-FIN(UG)-ChanSiuMan
LUFBAA-2022-BIE(TPG)-ChanSiuMan
LUFBAA-2025-ACT(MPhil)-ChanSiuMan-FIN(PhD)-ChanDaiMan

6.发布与投稿 Publication and Submission

A.发布与投稿流程 Publication and submission process

i.步骤一：创作视频

参赛者自行拍摄并剪辑短视频

ii. 步骤二：社交平台发布

将完成的视频发布至以下任何一个或多个平台：抖音、小红书、微信视频、Bilibili、TikTok、Instagram 等其他平台。发布时须带上话题 tag：#岭南大学 #岭南大学商学院 #岭南大学商学院校友会一周年 #与岭同行，向南花开，并@学校以及商学院的官方账号。

iii. 步骤三：选取热度最高平台截图

在投稿截止日期前，从已发布的所有平台中，自行选取数据表现最好（热度最高）的一个平台，截取该视频的热度页面。

iv. 步骤四：投稿提交

将热度截图与原视频档一同发送至官方邮箱:**dorischen@Ln.edu.hk**

i. Step 1: Create the video
Participants should film and edit their short videos independently.

ii. Step 2: Publish on social media platforms
Publish the completed video on any one or more of the following platforms: Douyin, Xiaohongshu, WeChat Channels, BiliBili, TikTok, Instagram or other platforms. When publishing, participants need to include the hashtags: Lingnan University #Lingnan University Faculty of Business #Lingnan University Faculty of Business Alumni Association First Anniversary #Walking with Lingnan Blossoming Southward and tag the official accounts of the University and the Faculty of Business if applicable.

iii. Step 3: Capture your highest engagement
Before the submission deadline, participants could compare your video's engagement across the platforms where it has been published. Select the platform with the highest engagement and take a screenshot showing the video's engagement metrics.

iv. Step 4: Submit the entry
Send the engagement screenshot together with the original video file to the official email address: **dorischen@Ln.edu.hk**

B.投稿要求 Submission requirements

i. 截图要求 Screenshot requirements

截图必须同时包含以下信息，否则视为无效投稿：视频播放量；视频点赞量；发布账号昵称（须与参赛者本人对应）；视频发布日期；视频标题或封面（可辨认出是本次参赛作品）。

在抖音、小红书或视频号的创作者后台或作品数据页，截取能看到上述全部信息的画面即可。

The screenshot must contain all of the following information; otherwise, the submission will be deemed invalid: the number of video views; the number of likes; the publishing account's nickname, which must correspond to the participant; the video's publication date; and the video title or cover image, sufficient to identify it as an entry in this competition.

Participants may take a screenshot of the creator dashboard or video analytics page on Douyin, Xiaohongshu, or WeChat Channels, ensuring that all required information is clearly visible.

ii.邮件提交要求 Email Submission Requirements

邮件主题统一格式：

LUFBAA 短视频大赛投稿—姓名（个人或团队）/入读年份/专业（本科/研究生/博士生）

示例：LUFBAA 短视频大赛投稿—陈小文（个人）/2020 年/BIE（研究生）

★邮件内容包含：

视频参赛个人或团队每个人的姓名，以及对应联系邮箱与联系电话，若是在读生请使用大学电邮地址（xxxx@LN.hk)进行投稿与后续联系。

附件须包含以下两项：热度截图（JPG/PNG 格式）；原视频档（MP4 格式，画质清晰）

The email subject line must follow the standard format below:

LUFBAA Short Video Competition Submission—Name (Individual or Team)/Admission Year/ Programme (UG/TPG/PHD)

Example: LUFBAA Short Video Competition Submission—Chan Siu Man (Individual)/ 2020/BIE (TPG)

★The email body shall include:

The name, contact email address, and telephone number of the individual participant or each team member. Current students must use their University email address (xxxx@LN.hk) to submit their entries and for subsequent communication with the Faculty.

Attachments must include: engagement screenshot (JPG/PNG format); original video file (MP4 format, with clear image quality).

7.评选规则 Evaluation Rules

A.评选步骤 Evaluation process

阶段 Stage	负责方 Responsible Party	具体内容 Details
① 投稿收集 Submission collection	商学院 Faculty of Business	截止日后统一整理所有投稿邮件，登记参赛者信息及对应截图。 After the deadline, all submission emails will be centrally organised, and participant information and corresponding screenshots will be registered.
② 资格审核 Eligibility review	商学院 Faculty of Business	核查投稿是否完整（截图加原视频齐全）、截图信息是否清晰可辨、视频是否符合主题与时长要求。不符合者取消参评资格。 Submissions will be reviewed to ensure that both the screenshot and the original video have been provided, that the information in the screenshot is clearly legible, and that the video meets the competition's theme and duration requirements. Entries that do not meet these requirements will be disqualified from judging.

阶段 Stage	负责方 Responsible Party	具体内容 Details
③ 数据核验 Data verification	商学院及校友会 Faculty of Business and LUFBAA	对截图数据进行真实性核验（必要时登录平台复核），如发现刷赞、刷播放等异常数据，取消该作品参评资格。 The authenticity of the screenshot data will be verified, including platform login checks where necessary. Any entry found to contain manipulated engagement data, including fraudulent likes or views, will be disqualified from judging.
④ 热度排名 Engagement ranking	商学院及校友会 Faculty of Business and LUFBAA	按评选标准对所有有效作品进行排序。 All valid entries will be ranked according to the evaluation criteria.
⑤ 结果公示 Results announcement	商学院及校友会 Faculty of Business and LUFBAA	在公众号或校友群公示获奖名单，公示期 7 个工作日。 The award list will be announced on the official account or in alumni groups for a public notice period of 7 working days.
⑥ 颁奖 Award presentation	商学院及校友会 Faculty of Business and LUFBAA	公示后，联系获奖同学并安排颁奖。 The award results will be officially announced and the award presentation will be arranged.

B.评选标准 Evaluation criteria

本次评选以社交平台真实互动资料为唯一量化依据，具体规则如下。
Entries will be evaluated solely on the basis of verified social media engagement data, in accordance with the following rules.

i.核心排名规则 Core ranking rules

优先级 Priority	指标 Metric	说明 Description
第一指标 Primary metric	点赞量 Number of likes	所有有效投稿作品，按点赞量从高到低排序。点赞量越高，排名越靠前。 All valid entries will be ranked in descending order by number of likes. The higher the number of likes, the higher the ranking.
第二指标 Secondary metric	播放量 Number of views	若两部或多部作品点赞量相同，则以播放量作为次级排名依据，播放量高者排名靠前。 If two or more entries have the same number of likes, their ranking will be determined by the number of views, with the entry receiving more views ranked higher.

ii.奖项设置 Award categories

奖项 Award	数量 Number	评选依据 Basis for Selection	获奖奖品 Prize
一等奖 First Prize	1 名 1 winner	点赞量排名第 1 Ranked No. 1 by number of likes	港币 6500 元现金奖励、赞助商定制礼遇礼包、荣誉奖杯、官方认证证书、获邀出席盛典校庆晚宴 HKD 6500 cash prize;a customised courtesy gift package from the sponsor; an honour trophy; an officially certified certificate; and an invitation to attend the anniversary gala dinner
二等奖 Second Prize	2 名 2 winners	点赞量排名第 2 至第 3 Ranked No. 2 to No. 3 by number of likes	港币 4500 元现金奖励、赞助商定制礼遇礼包、荣誉奖杯、官方认证证书、获邀出席盛典校庆晚宴 HKD 4500 cash prize; a customised courtesy gift package from the sponsor; an honour trophy; an officially certified certificate; and an invitation to attend the anniversary gala dinner
三等奖 Third Prize	3 名 3 winners	点赞量排名第 4 至第 6 Ranked No. 4 to No. 6 by number of likes	港币 3500 元现金奖励、赞助商定制礼遇礼包、荣誉奖杯、官方认证证书、获邀出席盛典校庆晚宴 HKD 3500 cash prize; a customised courtesy gift package from the sponsor; an honour trophy; an officially certified certificate; and an invitation to attend the anniversary gala dinner
优秀作品奖 Outstanding Entry Award	若干名 Several winners	主办方保留根据收到的参赛作品数量增设奖项/类别的权利 The organizer reserves the right to establish additional awards/categories depending on the number of entries received.	官方认证电子荣誉证书 Officially certified electronic certificate of honour

iii.奖品说明 Prize notes

1）个人往返交通及食宿等相关费用由获奖者自行承担。

2）校庆晚宴出席资格仅限获奖本人或团队成员，不包含随行陪同人员。

3）以上奖金及奖品皆由商学院校友会赞助。赞助商定制礼遇礼包由合作赞助单位提供，实物以活动现场实际交付版本为准。

4）优秀作品奖电子荣誉证书，将于获奖公示期结束后，统一通过投稿预留邮箱向参赛者发放。

5）所有获奖同学需出席本次庆典现场，现场领取奖金与奖品；未到场者视为自动放弃奖项权益。

1) Winners shall bear their own round-trip transportation, accommodation, meals, and other related expenses.
2) Attendance at the anniversary gala dinner is restricted to individual or team award recipients. Accompanying guests are not permitted.
3) All of the above cash prizes and awards are sponsored by the Business School Alumni Association. The sponsor's customised courtesy gift package is provided by the partner sponsor. The actual items shall be subject to the version delivered on site at the event.
4) Electronic certificates for the Outstanding Entry Award will be emailed to recipients at the addresses provided upon submission after the award announcement period has ended.
5) All award recipients must attend the ceremony in person to receive their cash prizes and awards; those who do not attend will be deemed to have automatically forfeited their right to the award.

iv.数据有效性说明 Data validity notes

1）仅以投稿当日截图中的数据为准，投稿后新增数据不再纳入统计。
2）每位参赛者仅选取一个平台的数据参与评选（即自认为热度最高的那个平台）。
3）严禁刷赞、刷播放等作弊行为，一经发现立即取消资格并通报。
4）请在投稿截止日期前完成截图与邮件发送，逾期不再受理。

1) Only engagement data shown in the screenshot taken on the submission date will be considered. Any engagement recorded after submission will not count towards the assessment.
2) Each participant may submit engagement data from one platform only and should select the platform on which their entry has achieved the highest engagement.
3) Fraudulent conduct such as buying or artificially increasing likes or views is strictly prohibited. Any participant found engaging in such practices will be immediately disqualified.
4) Please complete the screenshot and email submission before the submission deadline. Late submissions will not be accepted.

8.咨询 Enquiries

如对此次比赛有任何疑问，请联系大赛负责人：
For any enquiries regarding this competition, please contact the staff in charge:
陈璇贝 Doris Chen
Email：dorischen@Ln.edu.hk
Tel:2616-7674

Personal Information Collection Statement

1. Lingnan University may collect, use and/or process the following types of personal data: (a) identification and personal information, such as your name, programme of study, year of study or graduation year, and student or alumni status; (b) contact details, such as your mobile phone number and email address; and (c) other personal information you provide in the registration form or in connection with your competition entry.
2. The personal data collected will be used to administer the competition, including processing registrations and submissions, verifying eligibility, communicating competition arrangements and submission requirements, notifying participants of results, and coordinating awards and related activities. The Faculty of Business will use your email address and phone number to contact you for these purposes.
3. Personal data collected will be accessible only to authorised Lingnan University personnel involved in administering the competition and will not be transferred to third parties, except as required or permitted by law. The information will be securely destroyed after the competition and all related administrative matters have been completed.
4. Without your express consent, your personal data will not be disclosed to third parties, except as required or permitted by law.
5. Unless otherwise indicated, the personal data requested in this form is required to administer the competition. Failure to provide complete and accurate information may delay the processing of your registration or prevent your participation in the competition.
6. Lingnan University will not use your personal data for direct marketing without your consent. If you consent to receive direct marketing communications, you may withdraw that consent at any time.
7. Under the Personal Data (Privacy) Ordinance, you have the right to request access to and correction of your personal data. To request access, please contact the Chief Data Protection Officer at **DPO@LN.edu.hk**. To request correction or updating of your personal data, please contact the competition contact person at **dorischen@LN.edu.hk**.
8. Where applicable, this Personal Information Collection Statement may be supplemented by the **Addendum to Personal Information Collection Statement – Mainland China** and/or the **Addendum to Personal Information Collection Statement – EU**. These addenda are available in **Attachment 1** and **Attachment 2**, respectively.

Attachment 1 [Link]:

https://www.ln.edu.hk/fb/f/upload/122951/Addendum%20to%20Personal%20Information%20Collection%20Statement%20%E2%80%93%20Mainland%20China.pdf

Attachment 2 [Link]:

https://www.ln.edu.hk/fb/f/upload/122951/Addendum%20to%20Personal%20Information%20Collection%20Statement%20%E2%80%93%20EU.pdf