

This award celebrates storytelling that moves people emotionally, perceptually, or behaviourally, and expresses the authentic personality of your school.

JUDGING CRITERIA

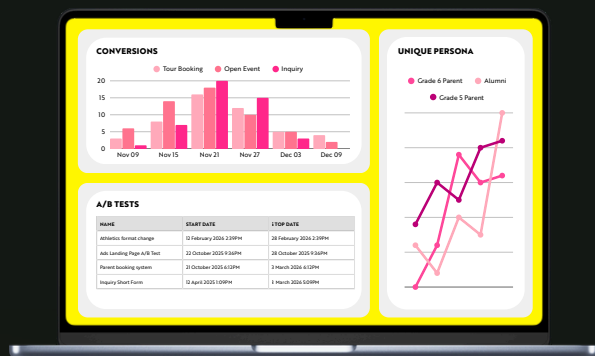
Judges will score entries on:

- **Narrative Strength** – Clear, compelling story arc
- **Emotional Impact** – Connection, resonance, memorability
- **Authenticity** – True to your school's voice and values
- **Reach & Response** – Engagement or reaction from audiences

ENTRY QUESTIONS

1. **What story were you telling, and why?**
 - *What challenge, change, or message did it address?*
2. **Who was the story for?**
 - *Why was this story relevant to them?*
3. **How was the story brought to life?**
 - *(Channels, formats, voices, visuals, pacing.)*
4. **What response did the story generate?**
 - *Emotional reaction, engagement, feedback, or results.*

SUPPORTING EVIDENCE (OPTIONAL)



- Videos, articles, or campaign assets
- Audience comments or testimonials
- Engagement metrics
- Creative scripts or storyboards

WHAT OUR JUDGES LOVE

Stories that feel **specific**, **human**,
and **brave**.



If your team has delivered work you're proud of for your school, we encourage you to enter and celebrate what you've achieved!

 **Entries close:** 20 February

 **Shortlist announced:** 24 February

 **Winners announced:** at Ubiq X LIVE on 5 March

We look forward to reviewing your submission.