

Get your business featured now: share your story in Business Forward's digital campaign.

## THIS IS HOW I PUSHED MY #BUSINESSFORWARD

### Participation guidelines

The COVID-19 pandemic doesn't seem to be coming to an end soon; at least until a reliable vaccine is available and is widely endorsed and approved. The world is learning how to co-exist with it on the level of the economy, the business, and the individual, which entails significant changes in mindsets and business-as-usual, with varying levels of success. Like all other countries, Egypt maneuvered with its own policies to contain and respond to the pandemic. Specific sectors have seen potentials opening and their business booming, while others were hit hard. Amidst the intensity of the past year, there were silver linings, important learnings, creativity in finding alternatives and agility to make businesses survive and in some cases blossom.

Storytelling is the most powerful tool to communicate a concept. Because every business has a story regardless of its age and size, Business Forward- the knowledge portal of AUC School of Business – is launching the campaign: **“This is how I moved my #BusinessForward”**. This digital campaign is an invitation for business leaders to share their learnings and reflections after a year of navigating an unprecedented global pandemic with all the restrictions and opportunities it brought.

#### Who we are?

Business Forward is the AUC School of Business knowledge portal providing articles, opinion pieces, profile stories, videos and interviews related to the economy and the business ecosystem, to inform and inspire its readers to form more refined opinions and better decisions in their professional life.

#### Who can participate in the campaign?

If you own, co-own, manage or hold a leadership position in a registered company or start-up operating in Egypt and/or the Middle East, and have an inspiring experience to share about how your business adapted to the challenges of the past year, then this campaign needs your story! Whether you have adapted your product or service to meet current needs, changed your supply chain or took some organizational decisions to keep your employees and community safe, introduced a new scalable business model, experimented with a new production process, business strategy or marketing approach: inspire the business community with your story.

#### Participation categories

1. **Start-up:** an organization established in the last three years to execute a new innovative, scalable and repeatable business model. It is currently small but expects to significantly grow in the near future.
2. **Small and medium enterprise:** organizations of less than 200 employees
3. **Large corporation:** listed companies and/or multinationals of more than 200 employees.
4. **Family business:** businesses owned and run by members of the same family.

### The application and selection process

Companies willing to participate need to follow this [link](#) (to be inserted directing to BF website) that will take them to a page on which they will fill a form and upload a 2-minute video presenting their business story. **The deadline for submission is November 26, 2020.** Following that, the applications will be screened and by November 29, the selected applicants' videos will be visible on Business Forward's website for online voting. Voting will be closed on **December 12, 2020.** Voting will be publicized through Business Forward's and the AUC School of Business's social media pages.

The most voted for video under each category will be awarded as '**Most voted for inspiring business story**', and the four will be recognized in Business Forward's annual event on December 14 in the presence of a panel of prominent speakers, including known policy makers, established business people, and renowned academics and an audience from AUC School of Business and its network. The representative of each "Most voted for business story" will be briefly interviewed during the event. The four stories will also be featured on Business Forward's platforms and re-shared by the AUC School of Business pages.

### Screening criteria

- The business is registered.
- The entry form should be complete.
- The inputs in the entry form clearly explain the purpose of the organization, the challenges and opportunities it faced and the employed strategy and tactics to push the business forward during the unusual year of 2020 and the COVID-19 pandemic, and reflections on lessons learnt and good practices.
- The video is no longer than 2 minutes.
- The video is in English or sub-titled in English.
- The first frame should include the name of the campaign: "This is how I moved my #BusinessForward", the category and the name of the participating organization.
- The content of the video should cover key information from the entry sheet including the purpose of the business, the key challenges related to the COVID-19 situation, strategies and tactics to keep the business rolling or to further promote it, lessons learnt and good practices, and key results.
- Applicants may use a simple animated PowerPoint complemented with visuals and background music the content, or an actual short video using whatever tool they are comfortable with, as long as the above required information is included.
- The video file should be saved in one of the following formats: .WMV, .MP4 and .AVI.

