

# CIUTI Short Video Contest

The Power of Human Translation and Interpreting in the Age of AI

## Introduction

In an age increasingly reshaped by AI, this short video contest aims to highlight the crucial role of human translation and interpreting (T&I). The contest is open exclusively to current Bachelor's, Master's, or Doctoral students from CIUTI member institutions. It seeks to showcase human expertise in the T&I field, foster engagement within the global T&I community, and enhance CIUTI's visibility.

## Objectives

**Showcase human expertise:** Participants will highlight unique aspects of human translation and interpreting that cannot be replicated by AI, fostering appreciation for the profession.

**Increase engagement:** Strengthen community ties by encouraging participation from CIUTI's global network.

**Promote CIUTI visibility:** Collect diverse, creative video content to amplify CIUTI's global presence.

## Contest structure

### Theme:

The power of human translation and interpreting in the age of AI

### Format:

Participants will create short, original videos (under 2 minutes) demonstrating their creative interpretation of the contest theme.

### Participation:

Open exclusively to current Bachelor's, Master's, or Doctoral students from CIUTI member institutions.

### Submission:

Applicants should upload their video on YouTube or Bilibili and keep it private until the contest concludes. They must then send CIUTI a link to their video along with a short bio indicating their CIUTI affiliation.

## **Timeline**

**October 31:** Submission deadline – All entries must be received by this date.

**November 1–16:** Judging period – The judging panel will review all submissions and shortlist the top 10 entries.

**November 17–30:** Public voting period – Finalist videos will be available for public voting, with winners determined solely by the number of likes received.

**December 1:** Results announcement – Winners will be notified via email and announced on CIUTI's website and social media channels.

## **Prizes**

**First place:** €250

**Second place:** €150

**Third place:** €100

**Shortlisted (4 to 10):** €50

## **Promotional and outreach plan**

The contest will be promoted via CIUTI's social media platforms and through emails sent to CIUTI institutions. A set of promotional assets—including flyers, social media posts, and email templates—will be developed to ensure a consistent and engaging contest announcement.

## **Judging process**

1. **Shortlisting:** An expert panel will review all submissions and shortlist 10 entries. A panel of 5 judges will be recruited primarily from within CIUTI (to keep it simple and manageable given budget constraints). The panel will include T&I professionals and academics, with selection based on personal networks and willingness to participate.
2. **Public Voting:** The shortlisted entries will then be subject to public voting, with winners determined by the number of likes each video receives.

## **Correspondence**

All contest-related correspondence will be handled via:

[ciuti.communication.taskforce@gmail.com](mailto:ciuti.communication.taskforce@gmail.com)