

# EXPLO TION

COMMUNICATION FESTIVAL

25-27 October 2018



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# ■ Background

Humans are social beings. Whether consciously or unconsciously, humans have the urge to be understood and connected with other human beings. This is a fundamental trait that is well-deserved as a social being.

The desire to be able to socialize and connect makes the communication activity becomes an important thing to do. Communication has become a process done by everyone, anywhere, anytime, and by any ways. However, regardless of daily needs, the ability to communicate well in public is also a matter to be honed because without good communication, the messages conveyed could lead to misinterpretations. That is why hassles and misunderstanding are often found as the results of a simple miss-communication.

In the professional world, no matter what job it is, the ability to communicate well is a must-have in this increasingly competitive era. Doing presentations, negotiations, lobbying, and delivering some speeches are just a few examples of how important and applicable communication is. Moreover, being a good communicator and public speaker is also considered as not only a good talent, but also a promising job. Take bloggers and vloggers for examples. These jobs may not exist back then in the 90s but are on trending lately.

Looking back at those facts, EduCenter as the first educational mall in Indonesia comes into realization that communication is a crucial skill that needs more attention. In order to develop pupils' skills on communication and public speaking, EduCenter then create an annual communication festival called **ExploTion**. **ExploTion** consists of various competitions, workshop, and sharing sessions on the field of communication and public speaking.

Through this event, EduCenter hope that students will be able to develop their communication skills in many exciting ways and provide them the chance to explore and showcase their talents. **ExploTion, Explore Your Communication Skills!**

# ■ Objectives

ExploTion aims to achieve some objectives as stated below:

- To raise awareness upon the importance of communication skills
- To develop participants' communication skills
- To provide a fun and positive environment for participants to showcase, discuss, and exchange ideas around the field of communication.
- To develop participants' confidence and spirit of competitiveness.

# ■ Timeline

Date	Time	Venue	Activity
Tuesday, 16 October 2018	23.59	-	Last Day of Registration (+ Submission) <ul style="list-style-type: none"> <li>• Storytelling Competition</li> <li>• Speech Contest</li> <li>• Video Blog Competition</li> </ul>
Sunday, 21 October 2018	23.59	-	Last Day of Softcopy Script Submission <ul style="list-style-type: none"> <li>• Storytelling Competition</li> <li>• Speech Contest</li> </ul>
Thursday, 25 October 2018	08.30 – 09.00	Ground Floor	Re-registration of Storytelling Competition
	09.00 – 13.00	Ground Floor	Storytelling Competition
	23.59	-	Last Day Registration of “Be Brave to Be Heard” Workshop
Friday, 26 October 2018	08.30 – 09.00	Ground Floor	Re-registration of Speech Contest
	09.00 – 13.00	Ground Floor	Elimination Round of Speech Contest
	14.00 – 15.00	Ground Floor	Final Round of Speech Contest
Saturday, 27 October 2018	09.00 – 10.30	5 <sup>th</sup> Floor	“Be Brave to Be Heard” Workshop
	10.30 – 11.00	5 <sup>th</sup> Floor	Winners Announcement
<b>Voting Period of “Best Costume” Winner Storytelling Competition</b>			
Begins at : Thursday, 25 October 2018 at 16.00			
Ends at : Friday, 26 October 2018 at 23.59			
<b>Voting Period of Favorite Winner Video Blog Competition</b>			
Begins at : Monday, 22 October 2018 at 11.00			
Ends at : Friday, 26 October 2018 at 23.59			

# Target

**ExploTion** aims to reach participants with the characteristics as stated below:

- Geographic  
Students and young people from Jakarta and Tangerang, particularly BSD area.
- Demographic  
Junior and senior high school students, also those on the age of 19 – 30, genders.
- Psychographic  
Creative, smart, competitive, talkative, expressive, confident, loves challenges.
- Behavioral  
Those who are active in joining school activities/competitions, those who have talents/interest in the field of communication and public speaking.

## Our Event

### Storytelling Competition

- Time & Venue  
Time : Thursday, 25 October 2018 (09.00 – 13.00)  
Venue : Ground Floor of EduCenter  
Kav. Commercial International School II No. 8 BSD City,  
Lengkong Kulon, Pagedangan, Tangerang, Banten 15322
- Rules & Guidelines
  - Registration Terms & Conditions
    1. Participants are Junior High School students
    2. Each school can register up to three (3) participants maximum to join the competition.
    3. Participants have to fill the registration form given.
    4. Participants must pay the registration fee which is Rp 30.000,00 / person. The payment can be done by bank transfer to BCA 4670100800 on behalf of PT. RUDI KARTIKA ABADI or by cash to Management Office on Basement I of EduCenter (Opens from Monday-Friday 0830 – 1630).
    5. In case of cancelation or no-show in the competition, registration fee is non-refundable.

6. Send the photo/scan of your payment's proof together with the completed registration form to [marcomm@educenter.id](mailto:marcomm@educenter.id) with subject: **EXPLOTION-STORYTELLING-NAME OF SCHOOL**. If there is no reply from the committee, please contact us via WhatsApp (08176790028) to confirm about the e-mail.
7. Registration will be closed on Tuesday, 16 October 2018 at 23:59.
8. Winners will be announced on Saturday, 27 October 2018 at EduCenter. There will be Public Speaking Workshop (GF of EduCenter) on the same date at 09.00 – 10.30 along with the winner announcement. Attending the workshop and the announcement is a must for all participants.
9. The winner's prizes will be taken at EduCenter and are not transferable.

#### ■ Rules During the Competition

1. All participants will be performing one of Indonesian folklore/myth/legend/fairy tale in English.
2. Soft copy of chosen storytelling script must be sent through email to [marcomm@educenter.id](mailto:marcomm@educenter.id) on the latest of Sunday, 21 October 2018 with subject: **SCRIPT-STORYTELLING-NAME OF SCHOOL** and three (3) copies of the script must be brought on the day of competition to be handed to the judges.
3. Participants must come on time for re-registration inquires at 08:00 on the day of competition. No added time will be given for those who are late.
4. After re-registration process, all participants will be entering the competition room.
5. Each participant will draw a number randomly from a box prepared by the committee. The number will decide their performance order.
6. There will be two roll calls, the first one will be done at the beginning of each round and the second will be done if there are participants who missed the first roll call and therefore hasn't affirmed their presence on the competition.
7. Each participant will be called thrice during roll calls based on his/her turn to perform and each has two (2) minutes duration to affirm their presence.
8. Participant who doesn't show up at the first roll call, will be called in the second roll call which will take place after the last present participant's performance.



9. Each participant and the supporters must remain silent when another participant is delivering his/her story, unless permitted by the committee.
10. Every communication device must be silenced or turned off at the competition venue, unless permitted by the committee.
11. Supporters must not disturb any of the participant's performance (e.g. taking photo is allowed without flash). The committee will expel supporters who violate any of these rules in the competition venue.
12. The jury consists of 2 to 3 people and will judge the participants objectively. Their decisions are final.

#### ■ Rules While Performing

1. Time allocated to present the story is 7 to 9 minutes. Participants will start after being given the cue by the timekeeper.
2. Time keeper will be giving some cues as stated below:  
Green Flag : Start presenting the story  
Yellow Flag : One minute's left (raised up on the 8th minute)  
Red Flag : Time's up! (raised up on the 9th minute)
3. If the participant's performance exceeds the time limit, then the overall performance score will be reduced.
4. The participants will also be decreased the point if deliver the story less than 7 minutes. The participant should not make a mistake when they performed because the duration will keep running, we do not compromise to start all over again.
5. 20 seconds will be given as a tolerance time right after the 9th (ninth) minute, which will be marked by the time the red flag is raised, and after the tolerance time given is up, the participants will be stopped by the committee.
6. Notes are not permitted.
7. Participants may opt to use equipment (properties or costumes), at their own expense, during the delivery of their performance.
8. Backdrops and sound effects are not allowed. Any use of these will allow for disqualification by the judges.

## ■ “Best Costume” Winner Qualifications

1. “Best Costume” Winner will be decided based on the votes on EduCenter's Instagram.
2. Our committee will take photos of each participant wearing their story-telling costumes and post them on Instagram to be voted.
3. Supporters are welcomed to do the voting by doing these steps:
  - Follow EduCenter's Instagram, @educenterid
  - Comment on the participant's photo in EduCenter's Instagram using hashtags: #explotionid #educenter.
4. Voting will be closed on Friday, 26 October 2018 at 2359.
5. One account can only vote for once. If there are accounts that do comment more than once, the committee will count it as one vote only.
6. One winner with most comments will be chosen as the winner. However, participants who are already chosen as the first, second, or third winner will not be able to be favorite winner. In that case, another participant with most comments will be chosen as the winner.

## ■ Scoring Aspects

1. **Matter** (55%), including:

a. Grammar	10%
b. Vocabulary	10%
c. Story Interpretation	25%
d. Pronunciation	10%
2. **Performance** (45%), including:

a. Interaction (stage act, eye contact, costume, equipment, expressions, body language)	30%
b. Intonation	10%
c. Punctuality of time	5%

## ■ Contact Person

Bertha (Phone: 08176790028, E-mail: marcomm@educenter.id)



## Speech Contest

- Time & Venue

Time : Friday, 26 October 2018  
Elimination Round → 09.00 – 13.00  
Final Round → 14.00 – 15.00

Venue : Ground Floor of EduCenter  
Kav. Commercial International School II No. 8 BSD City,  
Lengkong Kulon, Pagedangan, Tangerang, Banten 15322

- Rules & Guidelines

- Registration Terms & Conditions

1. Participants are Senior High School students
2. Each school can register up to three (3) participants maximum to join the competition.
3. Participants have to fill the registration form given.
4. Registration fee is Rp 30.000,00 / person. The payment can be done by bank transfer to BCA 4670100800 on behalf of PT. RUDI KARTIKA ABADI or by cash to Management Office on Basement I of EduCenter (Opens from Monday-Friday 08.30 – 16.30).
5. In case of cancelation or no-show in the competition, registration fee is non-refundable.
6. Send the photo/scan of your payment's proof together with the completed registration form to [marcomm@educenterid](mailto:marcomm@educenterid) with subject: **EXPLOTION-SPEECHCONTEST-NAME OF SCHOOL**  
If there is no reply from the committee, please contact us via WhatsApp (08176790028) to confirm about the e-mail.
7. Registration will be closed on Tuesday, 16 October 2018 at 23:59.
8. Winners will be announced on Saturday, 27 October 2018 at EduCenter. There will be Public Speaking Workshop (GF of EduCenter) on the same date at 09.00 – 10.30 along with the winner announcement. Attending the workshop and the announcement is a must for all participants.
9. The winner's prizes will be taken at EduCenter and are not transferable.

## ■ Rules During the Competition

1. Topic of the speech performed in elimination round must be chosen from one of these:
  - a. "Becoming Indonesian Youth in the Digital Era"
  - b. "Preserving Culture and Tradition in the Modern World"
  - c. "Social Justice and Its Correlation to Sustainable Development"
2. Contestant must prepare their own script of speech and send it through email to [marcomm@educenter.id](mailto:marcomm@educenter.id) on the latest of Sunday, 21 October 2018 with subject: **SCRIPT-SPEECHCONTEST-NAME OF SCHOOL** and bring three (3) copies of the script on the day of competition to be handed to the judges.
3. Script of the speech must be typed in Times New Roman, size 12, 1.5 line spaced, and printed on A4 paper.
4. The speeches must be substantially original. Any quoted material must be so identified during the speech presentation. Plagiarism if found or notified to the judges by any contestant may lead to disqualification.
5. The script of the speech should have never been used in any speech contest before. If a contestant uses a script that has been previously used and known by the judges, the contestant will be subject to a reduction in his/her score in accordance with the judges' decision.
6. Contestants must come on time for re-registration inquiries at 08:00 on the day of competition. No added time will be given for those who are late.
7. After re-registration process, all contestants will be entering the competition room.
8. Each contestant will draw a number randomly from a box prepared by the committee. The number will decide their performance order.
9. There will be two roll calls, the first one will be done at the beginning of each round and the second will be done if there are contestants who missed the first roll call and therefore hasn't affirmed their presence on the competition.
10. Each contestant will be called thrice during roll calls based on his/her turn to perform and each has two (2) minutes duration to affirm their presence.
11. Contestant who doesn't show up at the first roll call, will be called in the second roll call which will take place after the last present contestant's performance.
12. Each contestant and the supporters must remain silent when another contestant is delivering his/her speeches, unless permitted by the committee.
13. Every communication device must be silenced or turned off at the competition venue, unless permitted by the committee.

14. Supporters must not disturb any of the contestant's performance (e.g. taking photo is allowed without flash). The committee will expel supporters who violate
15. any of these rules in the competition venue.

The jury consists of 2 to 3 people and will judge the contestants objectively. Their decisions are final.

#### ■ Rules of Elimination Round

1. The contestants are required to deliver speeches in good English.
2. Time allocated to deliver the speech is 6 – 7 minutes. Contestants will start after being given the cue by the timekeeper.
3. Timekeeper will be giving some cues as stated below:  
Green Flag : Start delivering the speech  
Yellow Flag : One minute's left (raised up on the 6th minute)  
Red Flag : Time's up! (raised up on the 7th minute)
4. If the contestant's performance exceeds the time limit, then the overall performance score will be reduced.
5. The points will also be reduced if the contestant's speech is under the minimum time limit. The contestant should not make a mistake when they performed because the duration will keep running, we do not compromise to start all over again.
6. 20 seconds will be given as a tolerance time right after the 7th minute, which will be marked by the time the red flag is raised, and after the tolerance time given is up, the contestants will be stopped by the committee.
7. Memorization of all speeches is required; no scripts will be allowed.
8. Hand props, slide show (ppt), and sound effects are prohibited. Committee will only provide a standing mic and sound system during the competition.
9. The contestants are allowed to wear school uniform or suitable attire depicting professional manner.

#### ■ Rules of Final Round

1. Five best contestants will be chosen by judges to enter the final round.
2. Each contestant will deliver an impromptu speech in English with different topics they get from the draw.
3. Time allocated to deliver the speech is 2 – 3 minutes. Contestants will start after being given the cue by the timekeeper.

4. Timekeeper will be giving some cues as stated below:
  - Green Flag : Start delivering the speech
  - Yellow Flag : One minute's left (raised up on the 2nd minute)
  - Red Flag : Time's up! (raised up on the 3rd minute)
5. If the contestant's performance exceeds the time limit, then the overall performance score will be reduced.
6. The points will also be reduced if the contestant's speech is under the minimum time limit. The contestant should not make a mistake when they performed because the duration will keep running, we do not compromise to start all over again.
7. 20 seconds will be given as a tolerance time right after the 3rd minute, which will be marked by the time the red flag is raised, and after the tolerance time given is up, the contestants will be stopped by the committee.
8. After presenting the speech, the contestants will be facing the Question & Answer Session in which the judges will ask two questions based on the theme of impromptu speech.

#### ■ Scoring Aspects

1. **Content (45%)**, including:
 

a. Speech Development	15%
b. Effectiveness	15%
c. Speech Value	15%
2. **Delivery (40%)**, including:
 

a. Voice	15%
b. Manner of Delivery	15%
c. Punctuality of Time	5%
d. Physical Appearance	5%
3. **Language (15%)**, including:
 

a. Grammar	5%
b. Pronunciation	5%
c. Diction	5%

#### ■ Contact Person

Bertha (Phone: 08176790028, E-mail: [marcomm@educenter.id](mailto:marcomm@educenter.id))

## Video Blog Competition

- Time & Venue

Latest date of submission : Tuesday, 16 October 2018

Venue : Not specified

- Rules and Guidelines

- Entry Requirements

1. The competition is open for public (all ages, citizen of Indonesia)
2. Participants are allowed to register as teams or individuals. No added prize will be given to those who register as a team.
3. Free registration, simply register yourself / your team and submit your work via email to lolita@educenter.id with subject: **EXPLOTION-VLOG-NAME/TEAM NAME**, and body text containing information as stated below:

Name/Team Name :

Handphone Number :

Address :

Facebook :

Instagram :

Vlog Link on Youtube :

Participant will get a reply after submitting their Vlog via e-mail. For those who don't get the confirmation e-mail, please kindly contact us via WhatsApp to 085711742302.

4. Following EduCenter's Instagram account (@educenterid) is a must for all participants in order to enter the competition.
5. Registration and submission deadline is on Tuesday, 16 October 2018 at 23:59.
6. Winners will be announced on Saturday, 27 October 2018 at EduCenter. There will be Public Speaking Workshop (Ground Floor of EduCenter) on the same date at 09.00 – 10.30 along with the winner announcement. Attending the workshop and the announcement is a must for all participants.
7. The winner's prizes will be taken at EduCenter and are not transferable.

- Competition Rules

1. Participants are required to create a video blog with the theme of "Indonesian Culture".
2. Each participant is allowed to submit one entry only.
3. The video has to be 3 – 10 minutes in length.



4. The vlogs should be in landscape orientation and at least 640 x 480 resolution.
5. The vlog entries could be in English or Bahasa.
6. The vlog entries must be uploaded in the participant's YouTube account.
7. The keyword of "EduCenter" & "One Stop Education of Excellence" must be included in the video's description on YouTube along with our website link: [www.educenter.id](http://www.educenter.id).
8. A teaser video with 1-minute duration shall be created to be posted on participant's Instagram.
9. Caption of the published teaser video must be mentioning our Instagram (@educen-terid) and using hashtags: #explotionid #educenter.
10. Vlog must be an original work and has never been published/submitted in any other competition.
11. Entries containing dirty, foul and offensive language, or make reference to any prejudiced or racist illustrations or comments are subject to immediate disqualification.
12. EduCenter reserves the right to disqualify the participant and / or the winner who is deemed to have violated some or all of the terms and conditions of the competition.
13. All winning works will be the property of EduCenter.

#### ■ Favorite Winner Qualifications

1. Favorite Winner will be decided based on the votes on EduCenter's Instagram.
2. Our committee will repost each participant's teaser video on Instagram to be voted.
3. Supporters are welcomed to do the voting by doing these steps:
  - Follow EduCenter's Instagram, @educen-terid
  - Find the video that has been reposted in EduCenter's Instagram, and comment using hashtags: #explotionid #educenter.
4. Voting starts on Monday, 22 October 2018 and ends on Friday, 26 October 2018 at 23.59. All participants are expected to post their teaser videos on Instagram before the voting dates in order to be able to be repost.
5. Our committee will not repost videos from those who are late or miss to post their teaser videos on Instagram. Therefore, they will not be able to be chosen as the favorite winner.
6. One account can only vote for once. If there are accounts that do comment more than once, the committee will count it as one vote only.
7. One winner with most comments will be chosen as the winner. However, participants who are already chosen as the first, second, or third winner will not be able to be favorite winner. In that case, another participant with most comments will be chosen as the winner.



7. One winner with most comments will be chosen as the winner. However, participants who are already chosen as the first, second, or third winner will not be able to be favorite winner. In that case, another participant with most comments will be chosen as the winner.
- Scoring Aspects
    1. **Creativity** (30%), including:
 

Originality	15%
Artistic skills	15%
    2. **Content** (45%), including:
 

Conformity of theme	15%
Video's Insights & Values	15%
Storyline	15%
    3. **Technical Competency** (25%)
  - Contact Person  
Lolita (Phone: 085711742302, E-mail: lolita@educenter.id)

## “Be Brave to Be Heard” Public Speaking Workshop

- Time & Venue
 

Time	: Saturday, 27 October 2018 (09.00 – 10.30)
Venue	: Ground Floor of EduCenter Kav. Commercial International School II No. 8 BSD City, Lengkong Kulon, Pagedangan, Tangerang, Banten 15322.

- Speaker

### Angela Feliyana || Senior Trainer of Merry Riana Learning Centre

Merry Riana School of Public Speaking is one of the program from Merry Riana Learning Centre. Here you will learn all about the art of public speaking in a collaborative learning atmosphere. Moreover, you will learn how to be confident, to develop great materials, to motivate and gain interest from the audience. It's time for you to be brave to be heard!



- Registration Requirements

- For public:

1. Registration fee is IDR 30.000/person. The payment can be done by bank transfer to BCA 4670100800 on behalf of PT. RUDI KARTIKA ABADI
2. In case of cancelation or no-show in the workshop, registration fee is non-refundable.
3. Send the photo/scan of your payment's proof via WhatsApp to 08176790028 together with these registration data :
  - Name :
  - Address :
  - Handphone Number :
4. Limited 20 seats only, open registration to Thursday, 25 October 2018.

- For competition participants:

1. Free Entry for all competition participants (Storytelling, Speech Contest, & Vlog Competition)
2. Attending "Be Brave to Be Heard" Public Speaking Workshop is a must for all participants since the winner announcement will be held along with the workshop.

- Contact Person

Lolita (Phone: 085711742302, E-mail: lolita@educenter.id)

## PRIZES

- Storytelling Competition

- 1st Winner:

Trophy, Certificate, Cash Money of IDR 2500.000, Vouchers & Items from sponsors

- 2nd Winner:

Trophy, Certificate, Cash Money of IDR 1500.000, Vouchers & Items from sponsors

- 3rd Winner:

Trophy, Certificate, Cash Money of IDR 500.000, Vouchers & Items from sponsors

- "Best Costume" Winner:

Trophy, Certificate, Cash Money of IDR 300.000

- Speech Contest
  - 1st Winner:  
Trophy, Certificate, Cash Money of IDR 2500.000, Vouchers & Items from sponsors
  - 2nd Winner:  
Trophy, Certificate, Cash Money of IDR 1500.000, Vouchers & Items from sponsors
  - 3rd Winner:  
Trophy, Certificate, Cash Money of IDR 500.000, Vouchers & Items from sponsors
- Video Blog Competition
  - 1st Winner:  
Trophy, Certificate, Cash Money of IDR 3.000.000, Vouchers & Items from sponsors
  - 2nd Winner:  
Trophy, Certificate, Cash Money of IDR 2.000.000, Vouchers & Items from sponsors
  - 3rd Winner:  
Trophy, Certificate, Cash Money of IDR 1.000.000, Vouchers & Items from sponsors
  - Favorite Winner:  
Trophy, Certificate, Cash Money of IDR 500.000

# ABOUT US

EduCenter is the first educational mall in Indonesia with a concept of “*one stop excellence of education*”. With a strategic location surrounded by 31 education institutions and 4 elite residential clusters in BSD, EduCenter aims to be the solution of children’s nowadays education problem, which is spending too much time and energy going from one course to another every day.

Just like a mall, EduCenter has a lot to offer, such as restaurants, food court, playground, & of course a lot of established education institutions. Apple Tree Pre-School, Young Chefs’ Academy, CMA Mental Arithmetic, Shane Learning Centre, Calculus, Flamingo Studio, Wow Art, Far East Education, UniSadhuGuna, Farabi, Binary Kiddo, are just a few of them.

With such revolutionary and integrated concept, EduCenter brings a great atmosphere for the young ones to enjoy a perfect studying experience.



# INFORMATION & REGISTRATION



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# EXPLO TION

COMMUNICATION FESTIVAL

25-27 October 2018



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