

Leader in Me

# International Student Speech Contest

## CASE STUDY

### FRANKLINCOVEY EDUCATION, LAUNCHPAD6 AND THE STUDENT SPEECH CONTEST

**FranklinCovey Education collaborates with Launchpad6 to help students demonstrate their leadership skills and reflect on their *Leader in Me*® journey.**

FranklinCovey Education, a division of FranklinCovey, is one of the world’s most prominent and trusted providers of educational leadership programs and transformational processes. FranklinCovey’s Leader in Me model is being implemented in more than 4,000 schools in over 50 countries across the world.

*Leader in Me*® is an evidence-based, comprehensive school improvement model that empowers students with the leadership and life skills they need to thrive in the 21st century. Developed in partnership with educators, it provides schools with world-renowned training, coaching, and curriculum based on a foundation of timeless, universal principles.

*Leader in Me*’s® vision is to profoundly impact education around the globe by enabling millions of educators and students to achieve their own great purpose and potential.

#### The Leader in Me® challenge

FranklinCovey Education was searching for new opportunities to celebrate Leader in Me students and encourage them to engage with the process on a deeper level.

#### CHALLENGE

Provide a platform for students to share their leadership stories and ideas with the world.

#### SOLUTION

- ContestPad Video contest
- Branded Microsite
- Public voting , social sharing
- Judging Panel assessment

#### SERVICES OFFERED

- Contest platform hosting and support
- ContestPad Advanced package

#### RESULTS

- 900+ student entries
- 400+ participating schools from over 30 countries
- 1+ Million video views
- #1 Organic search ranking for “Student speech contest”

The International Student Speech Contest provides Leader in Me students with the opportunity to showcase their outcomes from the process and have their voices heard. They are also able to practice public speaking, an important leadership skill for Leader in Me schools, as they share the ideas that inspire them as young leaders.

### **The Launchpad6 solution**

Leader in Me® selected Launchpad6 in 2015 to help run the annual student speech contest, following a competitive bidding process. In the end, deciding factors included functionality, price, and quality of support.

*"Launchpad6 is able to meet all of our requirements at considerably less cost than other solutions, and we have appreciated the accessibility of their support and their willingness to partner with us to achieve our targeted outcomes."* says Zac Cheney, Vice President of Marketing for the Education Division at FranklinCovey.

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**ZAC CHENEY, Vice  
President of Marketing,  
Education Division**



Given that students as young as five years old can submit videos, ContestPad's ability to satisfy FranklinCovey's security and privacy requirements - specifically GDPR - was key. Leveraging ContestPad, Leader in Me created a speech contest that is branded specifically for that year's campaign.

The Student Speech Contest is available to over 4,000 participating schools internationally.

To participate, students upload a video of their speech onto the platform. They are also invited to share their entries on social media and solicit votes.

The platform manages the voting process through strict voting rules and voter validation. The Leader in Me team also uses ContestPad to manage multiple judging rounds where entries are scored against specific assessment criteria by the judging panel.

Winners are selected based on vote popularity and the criteria outlined in the rubric used by the judging panel.

### **The results**

*The speech contest is now the leading source of video content for Leader in Me's YouTube channel, with some videos collecting over one million views. The videos are then reused for social media campaigns to help further brand awareness and creating significant exposure via SEO. Currently, the contest ranks number one for organic searches using the keywords "student speech contest."*

*The collaboration between with Launchpad6 has been an important part of the speech contest's success, and the marketing team at Leader in Me has valued Launchpad6's adaptability, support, and creativity throughout the process.*

### **GO FOR LAUNCH!**

Are you looking to stick out from the crowd and share your message by harnessing the power of video or other user-generated content and the thrill of competition? Contact Launchpad6 to find out more about how we can help your brand really take off today!



Launchpad6 a Buzz Box Video Company is a leading supplier of contest solutions including the most flexible and agile UGC contest platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.

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