

September 1, 2017

Dear Principal,

Invitation to participate in the 2017-18 TOEFL® Young Students Series GO English! Campaign

TOPIC: “Your Time Capsule. In Your Words.”

It is our honor to invite your school and students to participate in this year’s TOEFL® Young Students Series Go English! Campaign. Last year, students were able to work in teams and used their English skills to describe what friendship meant to them. Students from around the world told us in their own words and were very creative. They also had the opportunity to practice their English skills while creating a video, radio, poster and news announcement. It was a huge success!

Last year, many schools in Hong Kong and Macao participated in the Go English! Campaign. We were overwhelmed by the positive responses from the participating schools. Now, we are excited to invite you to join “Your Time Capsule. In Your words.” for Schools, organized by Educational Testing Service (ETS) from United States, the world’s largest nonprofit educational measurement organization with high quality assessments—including the TOEFL® Primary™ and TOEFL Junior® tests— as well as conducting world-class research and advancing education in more than 180 countries worldwide.

The 2017-18 TOEFL® Young Students Series GO English! project supports English learning and teaching of younger students and helps students develop their language skills so they can use English to communicate.

Project Submission deadline (HK & Macao district) — Jan 5, 2018

This global campaign kicks off in Sep and the project deadline is Jan 5, 2018. Participating classes will receive promotional items, educational materials to assist in the improvement of English language learning skills, a plaque and certificates of achievement. It will certainly be a marvelous learning experience for them.

If you are interested in joining our Go English! Campaign this year, please complete the attached reply slip, and either fax or email us on or before Oct 27, 2017. For any questions regarding the campaign, please feel free to call us at +852 2851 3822 (HK) / +853 6261 6000 (MO) or email us at info@TOEFLJunior.com.hk and we will follow-up accordingly.

For highlights of the 2016-2017 GO English! Campaign entries, please visit:



[Project Gallery](#)



[Highlight Video](#)

Yours faithfully,

Smart Education Co. Ltd.

Official Representative of ETS TOEFL®

Young Students Series in Hong Kong and Macao



ETS
Preferred
Associate™



Smart Education Co. Ltd.

Official Representative of TOEIC, TOEFL ITP and TOEFL Junior Tests in Hong Kong & Macao

Address: 11E, Ford Glory Plaza, 37-39 Wing Hong Street, Cheung Sha Wan, Kowloon

Tel: +852 2851 3822 / +853 6261 6000 Fax: +852 2851 8422

Email: info@TOEFLJunior.com.hk Web: www.TOEFLJunior.com.hk

2017-18 TOEFL® Young Students Series GO English! Campaign

TOPIC: “Your Time Capsule. In Your Words.”

- ✧ Students will be inspired to practice and improve their English language learning skills, take pride in showing off “Your Time Capsule. In Your Words”. Students are required to work as a class or small groups for “Say” or “Write” enough English to effectively communicate your message through the **use of video, radio, poster or newspaper announcement**.

ELIGIBILITY TO ENTER: Students attending full-time schools in Hong Kong and Macao are eligible to enter the competition. Students can form a team to submit the project in either one of the following formats:

PROJECT	RADIO PROJECT (AUDIO)	VIDEO PROJECT (VIDEO)	NEWSPAPER COLUMN (PRINT)	POSTER (PRINT)
LENGTH	60 seconds maximum	60 seconds maximum	400 words maximum	200 words maximum
SUGGESTED PLAN Feel free to adapt the plan for your classroom, as needed.	WEEK 1			
	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to write about?	Collect ideas. Get or draw pictures.
	WEEK 2		WEEK 2-3	
	Write and revise a script with your class or in a group.	Write and revise a script with your class or in a group. Choose pictures or places you want to feature.	Write and revise your newspaper column with your class or in a group.	Write on paper a little bit about each picture. This is called a caption. Write as a class or in a group.
	WEEK 3			
	Practice speaking clearly.	Practice speaking clearly. Organize your images and develop a plan for making the video.		
	WEEK 4			
	Record your project. Make sure you speak clearly. Include a class picture with your project.	Video record your project. Make sure you speak clearly.	Write or type your column clearly. Make sure to spell words correctly and use correct punctuation.	Put the pictures and captions on the poster. Take a picture of the poster. Make sure you can read the captions and see the pictures. Take a second picture of your class with the poster.



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RULES AND REGULATIONS:

- ↓ Projects can be worked as a class or in small groups.
- ↓ Application Form should be submitted to info@TOEFLJunior.com.hk or fax to +852 2851 8422 on or before Oct 27,2017.
- ↓ Any entry with content deemed to be inappropriate or sexually explicit, containing extreme violence and offensive remarks will be disqualified.
- ↓ Play-scripts must be of original content, and materials taken from pre-existing scripts by writers who are not part of the group are prohibited. Entrants who fail to comply will be disqualified.
- ↓ Entrants will be solely responsible for the content and any violations of copyright as a result of posting it.
- ↓ Entries will not be returned to the contestants.
- ↓ All file must be sent to Smart Education Co. Ltd. on or before Jan 5, 2018. For audio or video projects are required to Submit CD or VCD with file size cannot be exceeded 50MB.
- ↓ For audio and video project, the recording need not be longer than 1 minute in length.
- ↓ The organizer has the right to use or dispose the submitted entries.

GO English! Campaign Timeline:

Sep 1, 2017	Start Application
Oct 27, 2017	Deadline of Application Form Submission
Sep 2017 to Jan 2018	Project Campaign Start <ul style="list-style-type: none"> * School-based project that involves teachers and student of English Language Learning for TOEFL® Primary™ and TOEFL Junior® levels * Classroom activities on “Your Time Capsule” * Recording the project in the format that chosen in the application registration (hand-in projects format are including : video, radio, poster or newspaper)
Jan 5, 2018	Deadline of Project Submission <ul style="list-style-type: none"> - Students should submit their project to Smart Education on time <ul style="list-style-type: none"> ● For Audio or Video projects: participants must submit CD or DVD Note: <i>the recording need not be longer than 1 minute in length*</i> (File cannot be exceeded 50MB) ● For Poster or Newspaper : participants must hard copy reference <p>Note: <i>Teachers must send “Students Name List” with “Class Details” in Word file or Excel File for further cert arrangement.</i></p>
Mar-Apr 2018	Rewards <ul style="list-style-type: none"> - For all participating schools with recognition of participation project achievement. (plaque, teacher gift, students premium item, certificates)

Organizer:



2017-18 TOEFL® Young Students Series GO English! Campaign for Schools in Hong Kong & Macao Application

(Please fax it to +852 2851 8422 or email at info@TOEFLJunior.com.hk on or before Oct 27, 2017)

To: Smart Education Co.Ltd

Our School will join the 2017-18 TOEFL® Young Students Series GO English, below is our contact information.

Contact Information

School Name:			
Teacher-in-charge:			
Contact number:	School:	Mobile:	
Contact Email:			

Group 1	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

Group 2	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

Group 3	
Level :	* Primary / Secondary
Class :	
Teacher-in-charge:	
Project Format:	<i>video / radio / poster / newspaper</i>

* Delete if inapplicable

* If you have more than three participating groups, please make copies of the form.

Please contact us at +852 2851 3822 (Hong Kong)/ +853 6261 6000 (Macao) if you have any enquires.



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