

# AIM Cup English Speaking Competition Live Showcase & Awards Ceremony @ ECA Expo, 25 – 28 August



to our champions!

## Best Speaker Awards

- Nathan Ho
- Carol Lee
- Syabrina Gurung
- Jessika Olive Ong
- Sonia Ngan



Sonia Ngan delivering her award-winning speech

## Playright Ambassador Awards

- Abby Cheung
- Ariel Lum
- Jasper Jang
- Luis Tolosa
- Kung Man Kit

For a full list of winners, please visit [here](#).

Competition winners will be invited to present their speeches during the prestigious ECA Expo at the Hong Kong Convention and Exhibition Centre in August.

Prizes and awards will also be presented at a ceremony during this event.

The finals of the AIM Cup: English Public Speaking Competition 2022 were held online on Sunday morning, 19 June, with 46 finalists vying for “Best Speaker” and “Playright Ambassador” awards in five divisions.

With the top participants’ preparation and practice abundantly evident, what distinguished the winners was their performance in the Q-and-A: their quick thinking and language fluency.

- Toys”R”Us Gift Cards (Value: \$5,000)
- See Change Scholarships (Value: \$30,000)
- Playright Play Manual
- Champions’ Trophies
- Certificates
- DJ Opportunity at RTHK

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**ECA Expo 2022:** Hong Kong's largest extra-curricular activities expo featuring learning providers, materials and supplies; extra-curricular reading culture festival

**Dates:** 25 – 28 August

**Venue:** Hong Kong Convention and Exhibition Centre, Wanchai

Winners will be individually notified of details via Whatsapp in early August.

## Thank You, Sponsors!

Message from **ToysR"Us**

[www.toysrus.com.hk](http://www.toysrus.com.hk)

"We are thrilled have sponsored the AIM Cup 2022. This year's theme, **Children's Right to Play**, aligns perfectly with our brand promise to fuel a child's imagination by celebrating toys which inspire learning through play, a critical part of childhood development and an unquestionable right of children everywhere.

"Toys"R"Us supports the healthy growth of children by offering the widest ranges of toys which nurture cognitive and physical development and critical life skills. They also create special memories for families. There are clear synergies here with AIM Cup's mission to support children's growth and empower them to reach their full potential in life through cultivating their creativity, confidence, and persuasion."

Message from **樂樂playright**

[www.playright.org.hk](http://www.playright.org.hk)

"We were amazed by the participants' performance in the AIM Cup 2022 and how well they understood and encapsulated in their speeches the theme of **Children's Right to Play!**

"The Playright Children's Play Association, established in 1987, is a Hong Kong-based charity with the mission-motto *Value Children Value Play*. In our advocacy of the value of play, we seek the commitment of all levels of society to meet the play needs of all children through policy, planning and service provisions, to build a society that respects, protects and fulfills every Child's Right to Play.

"We are very glad to have supported this competition that brought the rights of children into focus and showed how the integration of play and joy helps them grow happily and healthily."

### Playright Ambassador Awards 2022

Winners of the Playright Ambassador Awards will enjoy the opportunity to experience the organization's third-generation **PlayMoblle 3 Series**.

Based on a concept designed by Japanese experts Toyko Play, Playright's 5.5-ton truck is fitted with a range of free-play equipment, including a climbing platform, rope net, rock climbing wall, BMX, mini-cockpit, building blocks, balancing bars, air balloon and wooden blackboard. The small 'attics', wooden ladders and slides, etc. highlight the concept of "walking and playing everywhere".



Photos of PlayMoblle 3 Series

**Thank You, Judges!**

- Dr Perry David Bayer
- Ms Kathy Wong Kin-ho
- Ms Hazel Rak
- Ms Huseina Tyebkhan
- Mr Patrick Lee Pak-hang

## “Persuasion ... an out-and-out science.”

*Robert Cialdini, 2017*

In his highly-acclaimed 1984 bestseller, *Influence: The Psychology of Persuasion*, Robert Cialdini – the seminal expert in the fields of influence and persuasion – describes the psychological process in people when they say “yes” and explains how these insights may be applied ethically in everyday settings.

By learning these universal principles of influence, adults and children alike can become **skilled persuaders** and - just as important in an age when ‘influencer’ is an actual career - learn how to protect themselves against unethical attempts at influencing them.

The six key principles Cialdini identified are: reciprocity, authority, commitment and consistency, liking, consensus, and scarcity.



### **Reciprocity**

This is a simple quid-pro-quo relationship where we feel the need to return a favour.

Because we all value equality and balance to some extent, we don't like to feel that we owe other people. Generally speaking, when we have social obligations, we try to settle them.

To use this desire for reciprocity to persuade or influence the behaviours of others, we have to be the first to act and to give others something that is personalized and unexpected: actions that basically say, “I've scratched your back, now you scratch mine”.

### **Authority**

People who are authoritative, credible and knowledgeable experts in their fields (or, perhaps, just really passionate and outspoken or famous) are more influential and persuasive than those who are not.

Part of the reason for this is that authority and credibility are some of the core building blocks of trust. When we trust people, we are more likely to follow them.

### **Commitment and Consistency**

We like to be consistent with our identity or sense of self-image. If we think of ourselves as “healthy”, then we are more likely to undertake actions that we consider to be “healthy”.

From a persuasion perspective, if, for example, a parent can convince their child to act in a minor way in relation to something, then the child will think of themselves as that type of person and be more likely to act in that way again in the future. The child will also be more likely to increase their actions in that direction, if the parent suggests that they do so.

### **Consensus (Social Proof)**

We are social by nature and generally like to conform to our social group norms.

This means that when it comes to decision making, we often look around us to see what others are doing, before making our mind up. Consensus is also the principle behind peer pressure – and teens are particularly primed for this kind of influence, as their brains reorient toward socializing outside the family sphere during adolescence.

### Liking

We are more likely to be influenced by others who are complimentary and similar to us, and more likely to persuade those that like us. This means becoming more 'likable' in everyday life, by cooperating with others, paying others genuine compliments, identifying similarities and building relationships. Remember, though, that we need to build relationships and gain this "liking" before we try and persuade others. If we try and become liked once we've started our efforts to persuade, then those efforts could backfire.

### Scarcity

The less of something there is, the more people tend to want it. The more they think they can't have something, the more likely they are to want it.

This principle - true for both experiences and material products - works through the concept of anticipated regret: people look to the future and regret the possibility that an option might be taken away from them.

Of course, knowing the principles of persuasion is just the beginning. For students, debate and public speaking, and Model UN (or MUN) offer excellent platforms for acquiring and developing persuasion skills through practice and participation. All these activities are a valuable experience that can help students get into a top university, find their dream job, and become inspired to change the world.

## The Results Are Out!

See Change Education extends congratulations to the 93 Hong Kong students who attained the perfect score of 45 points in the International Baccalaureate (IB) exams this year. With 640 candidates scoring 45 points globally, Hong Kong's top students represented a whopping 15% of the total.

Our congratulations also to the 8 students who achieved perfect results in this year's HKDSE, scoring a 5\*\* across the examinations' seven subjects, with 4 of them also earning a 5\*\* for an extended mathematics module elective.

Speaking to various media, the top IB and HKDSE students described the different factors that had contributed to their exceptional success, despite the disruptions caused by the pandemic in the past two years.

Key among the success factors was **the top scorers' active participation in speech and debate**. They spoke of how debate participation had improved their higher-order and critical thinking skills and taught them how to structure and organize their thoughts while also developing their analytical and research skills. And, very important in a high-stakes examination, **debate had helped them think on their feet and manage their emotions**.

## Be Nominated for the Oxbridge & Harvard Model UN Inter-school Model UN Conference: SCMUN 2022

Have you ever wanted your child to have an international vision and the confidence to express their views on international issues like a leader? On August 13 and 14 this year, See Change will host a Model UN conference, allowing children to play as the representatives of different countries and express their opinions on international issues. Many primary and secondary schools have been invited to participate in the event, and children will have the opportunity to interact with students of different levels.

Winners will be nominated to join Oxbridge & Harvard Conferences overseas.

MUN Conference participants must have prior experience in Model UN. Delegates without prior MUN experience will be eligible to attend the conference if they complete MUN Camp 1.0 at See Change satisfactorily. Those with prior experience wishing to strengthen their skills are welcome to join MUN Camp 2.0 at See Change.

Date	13/8 - 14/8 (Sat & Sun)
Time	1200 - 1800
Mode	In-person (with global coaches joining online)
Venue	City University of Hong Kong (venue subject to confirmation)
Age	10 - 18

Click [here](#) for details and application.

See Change Student to Represent Hong Kong in '21st Century Cup' Grand Final

Congratulations to junior-secondary student **Candace Lee** for winning a place at the "21st Century Cup" National English Speaking Competition (Hong Kong Region).

Candace, and the eleven other winners, will represent Hong Kong in the National Grand Final to be held this year.

They will compete against regional champions from more than 200 divisions nationwide.

Good luck, Candace!  
Go Team Hong Kong!