



**BRICS**  
2022 CHINA

# 2022 BRICS Skills Competition

(BRICS Future Skills Challenge)



## TECHNICAL DESCRIPTION

Internet Marketing (Offline)

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## **I. Project introduction**

### **(I) Project description**

Internet marketing competition refers to the competition project that uses professional knowledge and technical skills in Internet and internet marketing to complete market analysis, commodity planning, livestream marketing, marketing activity design, marketing material production, network media marketing promotion and other competition contents according to service specifications and competition requirements, and comprehensively uses digital marketing ability to complete enterprise internet marketing promotion.

### **(II) Competition purpose**

This competition will promote in-depth cooperation and exchanges among BRICS countries in the field of education, build an event platform with high standards and distinctive characteristics of vocational education, and achieve the goal of cultivating international, high-tech and future technical talents for the implementation of the BRICS countries "Xiamen Declaration", "Johannesburg Declaration", of Brasilia Declaration," "Moscow Declaration", and "Delhi Declaration" about skill development work in related spirit, and implement the initiative to hold a BRICS Skills Competition proposed by President Xi Jinping at the 13th BRICS Summit.

With the continuous breakthroughs in modern information technologies such as the Internet, big data, artificial intelligence and cloud computing, e-marketing is promoting the development in an all-round way in China. With the development needs of national "new infrastructure" and "new energy", network marketing ability has become an important engine of "double cycle" of China's future economy.

Through the competition of this project, the competitors can master the application ability of network marketing tools and network marketing thinking, focus on the skill assessment of market analysis, commodity planning, livestream marketing, marketing activity design, marketing material production, network media marketing promotion and promote the cultivation of high-quality technical and skilled talents with network marketing ability.

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**(III) Participants**

The internet marketing competition is a team competition, with 2 competitors in each team. Students and teachers from vocational colleges (including technical colleges) aged 16 to 35 (inclusively) may take part in the competition.

**(IV) Relevant documents**

The technical work document of the project contains relevant information of the technical work of the project. In addition to reading this document, the skill competition also needs to be used together with the competition guide, competition rules, instructions for the use of equipment and tools, relevant documents of technical work forum, etc.

**II. Abilities required of competitors**

This competition is a demonstration and evaluation of internet marketing skills. The ability of knowledge application and skill operation is tested. competitors need to demonstrate their internet marketing skills according to the internet marketing standards (or requirements).

		(%)
i	<b>Market analysis</b>	10
	<p><b>Individuals need to know and understand:</b></p> <ul style="list-style-type: none"> <li>● Methods and skills of market analysis</li> <li>● Target user data acquisition and analysis methods</li> <li>● Data collection and analysis methods of market status</li> <li>● Competitor data acquisition and analysis methods</li> <li>● Commodity data analysis methods and skills</li> <li>● Data analysis chart manufacturing methods</li> <li>● Information classification and comparison methods</li> </ul> <p><b>Individuals should be able to:</b></p> <ul style="list-style-type: none"> <li>● Classify and compare the collected information</li> <li>● Carry out target user positioning and analysis</li> <li>● Analyze the current market situation</li> <li>● Conduct competitor selection and analysis</li> <li>● Data analysis chart making</li> <li>● Write research report based on research data analysis</li> </ul>	
ii	<b>Commodity planning</b>	10
	<p><b>Individuals need to know and understand:</b></p> <ul style="list-style-type: none"> <li>● Price comparison method between products and competitive products</li> <li>● Comparison method of functions of product and competitive product</li> <li>● Preparation method of marketing plan</li> <li>● Commodity planning methods and skills</li> <li>● Commodity data analysis methods and skills</li> <li>● Commodity combination design method</li> <li>● Skills and methods of commodity selling point mining</li> <li>● Product activity design skills</li> </ul> <p><b>Individuals should be able to:</b></p> <ul style="list-style-type: none"> <li>● Compare the price difference between products and competitive products</li> <li>● Compare the functional differences between products and competitive products</li> </ul>	

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	<ul style="list-style-type: none"> <li>● Formulate the product marketing plan according to the needs of the enterprise</li> <li>● Determine the cooperation risks of different marketing methods</li> <li>● Design different types of commodity combinations</li> <li>● Tap the selling points and advantages of commodity portfolio</li> <li>● Design commodity portfolio price</li> <li>● Dissemination and promotion of commodity portfolio</li> <li>● Design product marketing campaigns</li> <li>● Spread and promote commodity activities</li> </ul>	
iii	<b>Customer classification management</b>	<b>10</b>
	<p><b>Individuals need to know and understand:</b></p> <ul style="list-style-type: none"> <li>● Customer management methods</li> <li>● Customer label type</li> <li>● Customer label management</li> <li>● Customer classification and layering method</li> <li>● Customer maintenance skills</li> <li>● Community fan activity promotion skills</li> <li>● Community retention method</li> <li>● Classification and group building skills</li> <li>● Community punch in mechanism</li> </ul> <p><b>Individuals should be able to:</b></p> <ul style="list-style-type: none"> <li>● Select target user</li> <li>● Determine the attributes of the people who need to be reached and formulate the label of the people who need to be reached</li> <li>● Develop user touch plan</li> <li>● Label target users</li> <li>● Classify and set up customers</li> <li>● Maintain customer relationship regularly</li> <li>● Classify and group new users according to tag attributes</li> <li>● Subdivide all kinds of new users, refine and add label content and user needs</li> <li>● According to tag attributes, new users are classified and created</li> <li>● Improve customer satisfaction</li> </ul>	

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iv	<b>Livestream marketing</b>	<b>20</b>
	<p><b>Individuals need to know and understand:</b></p> <ul style="list-style-type: none"> <li>● Customer communication skills</li> <li>● Test the marketing process according to the live script</li> <li>● Test method of marketing process</li> <li>● Requirements for live script writing of team collaboration</li> <li>● Introduction of platform discounts and product discounts</li> <li>● Teamwork skills</li> <li>● Adjustment method of marketing plan</li> <li>● Personal emotion control skills</li> <li>● Atmosphere mobilization skills in livestream room</li> <li>● Adjustment principle of livestream strategy</li> </ul> <p><b>Individuals should be able to:</b></p> <ul style="list-style-type: none"> <li>● Write live script for team collaboration</li> <li>● Use marketing words to introduce product features</li> <li>● Introduce platform offers and product discounts</li> <li>● Organize the team to conduct live rehearsal</li> <li>● Adjust the marketing plan according to the rehearsal effect</li> <li>● Mobilize the atmosphere of the livestream room</li> <li>● Adjust the livestream strategy in real time according to user feedback</li> </ul>	
v	<b>Marketing activity design</b>	<b>15</b>

**Individuals need to know and understand:**

- Type of marketing campaign
- Design concept of marketing activities
- Design skills of different marketing activities
- Communication channels of marketing activities
- Marketing campaign communication methods

**Individuals should be able to:**

- Plan the theme of marketing activities
- Design marketing activities
- Develop the communication path of marketing activities
- Forecast the effect of marketing activities

vi	<b>marketing content design and production</b>	<b>15</b>
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**Individuals need to know and understand:**

- Methods for refining selling points of commodities
- Types of marketing copy
- Communication channel of marketing copy
- Writing skills of marketing copy
- Characteristics of marketing copy
- Skills of graphic layout
- Methods of graphic production

**Individuals should be able to:**

- Design and produce product marketing pages
- Design and produce campaign pages
- Write commodity marketing copy
- Write brand marketing copy
- Design and produce enterprise marketing posters

**Individuals need to know and understand:**

- Basic methods of network media marketing
- Basic principles of advertising recommendation on network media platform
- Basic rules of network media platform advertising ranking
- Basic rules of advertising fee deduction on network media platform
- Basic dimensions of target audience analysis
- Methods of target audience analysis
- Basic principles of target audience orientation
- Basic structure of network media marketing account
- Skills of setting up network media marketing account
- Bidding principle for network media marketing promotion
- Creative editing and design methods and skills of network media marketing promotion
- Dimensions and methods of analyzing the effect of network media marketing promotion

**Individuals should be able to:**

- Analyze the marketing background and basic information of the enterprise



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- Analyze and locate the target audience
- Set up network media marketing and promotion account
- Set up the region and time of network media marketing

promotion

- Formulate reasonable bidding strategy
- Edit and optimize network media marketing promotion

creativity

- Analyze the marketing and promotion effect of network media
- Optimize the promotion according to the promotion effect data

### III. Competition items

#### (I) Competition module

Module number	Module name	Competition content	Competition time	Scores		
				Judgment	Measurement	Total
i	Market analysis and commodity planning	Complete target user data analysis; Complete the market status data analysis; Complete competitor data analysis; Analyze commodity portfolio data; Complete product portfolio design; Explore the selling points of commodity portfolio; Design commodity portfolio price; Design promotional campaigns for products; Spread the information of commodity portfolio in the E-community; Spread marketing activities of commodity portfolio in the E-community.	120 minutes	0	100	100

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ii	Livestream marketing	<p>Complete the selection of goods in the livestream room;</p> <p>Design and write livestream scripts;</p> <p>Design and set up the livestream studio ;</p> <p>Carry out livestream warm-up promotion;</p> <p>Carry out livestream marketing activities;</p> <p>Complete livestream marketing data analysis.</p>	150 minutes	20	80	100
iii	Marketing activities and content design	<p>Design the theme and content of marketing activities;</p> <p>Make promotional copy of marketing activities;</p> <p>Design enterprise publicity theme and content;</p> <p>Make enterprise marketing posters.</p>	120 minutes	100	0	100

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iv	Network media marketing promotion	According to the background of the enterprise, analyze the distribution characteristics of the industry population, the marketing content of the enterprise, such as graphics and video, and determine the target audience; In combination with the marketing budget, formulate the promotion plan, complete the paid promotion of graphic, video and other marketing contents, analyze the marketing statements, and optimize the promotion effect.	120 minutes	0	100	100
Total				120	280	400

**(II) Module description**

**Module i: Market analysis and commodity planning**

Competition time: 120 minutes

Competition task:

According to the requirements of competition within the given field, the competitors use the field equipment to carry out the competition, to complete the online market analysis, including target user analysis, market situation analysis, competitor analysis, to plan and design of store merchandise, and complete commodity portfolio design, commodity portfolio selling point mining, commodity portfolio price design, spread and promote commodity activities in the community.

Competition requirements:

- (i) Complete target user data analysis

Through data analysis, make statistical analysis on the age, gender, occupation,

consumption level, shopping time preference, price sensitivity, consumer hoarding preference and other contents of the target user, generate the target user portrait, and describe the consumer portrait information. The analysis should be comprehensive, objective and accurate.

(ii) Complete the market status data analysis

Carry out statistics and analysis of business status data from the aspects of products, sales volume and sales amount, and the analysis should be comprehensive, objective and accurate. Form a combination diagram of business data analysis, and describe the current business situation with reasonable content.

(iii) Complete competitor data analysis

Conduct statistics and analysis of competitor data from the aspects of market share, scale and reputation, and the analysis should be comprehensive, objective and accurate. Form a competitor analysis radar chart, and describe the competitive commodity information. The content description should be reasonable.

(iv) Analyze commodity portfolio data

According to the commodity sales data, different types of commodity combinations are designed. The quantity of single products in the commodity combination is set correctly, the inventory quantity of the commodity combination is set correctly, the selection of the combined commodities is accurate, the combined commodities match the background data, and the commodity combination design should be reasonable and scientific.

(v) Tap the unique selling points of the portfolio

Design the selling points and advantages of the commodity combination and refine the key information of the commodity combination. It should not only reflect the advantages of the commodity combination, but also reflect the characteristics and selling points of a single commodity in the combination. The combination unique selling points should be attractive to the customers.

(vi) Design commodity portfolio price

According to the quantity and cost of commodity combination, the price of commodity combination should be reasonably designed, and the pricing range of each

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commodity combination should be in line with the background information.

(vii) Design promotional campaigns for products

According to the situation of product planning, set up activities for the corresponding goods, promote the marketing appeal.

(viii) Spread the commodity combination in the community

The commodity portfolio must be distinctive and attractive, spread the information of designed commodity portfolio in the E-community.

(ix) Spread commodity activities in the community

Design attractive activities for the commodity, and spread the commodity activities in the E-community.

#### **Module ii: Live broadcasting marketing**

Competition time: 150 minutes

Competition task:

According to the requirements of the competition questions, the competitors use the competition equipment provided by the competition field to carry out the competition in the specified field, complete the assessment of livestream marketing, and complete the goods selection of livestream room, design of livestream marketing script, construction of livestream room, livestream warm-up, implementation and review of livestream.

Competition requirements:

(i) Complete the selection of goods in the livestream room

According to the background information and relevant commodity data, complete the selection of commodities in the livestream room. The commodity portfolio includes attention items, main promotion items, high gross profit items, fair-price items, etc., making the commodity portfolio of the livestream room attractive.

(ii) Design and write

Determine the live theme according to the given main promotion products, and design a livestream script for a 10 minute live activity. It is required that the theme is clear and consistent with the background information, the time allocation is

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reasonable, the content is complete, the script is comprehensive and the process design logic is clear, and the interactive marketing configuration is reasonable.

(iii) Design and set up the livestream studio

Combined with the case background, set the title, main picture and detail picture of the main product, correctly associate the livestream marketing product link, configure the background of livestream activities, and complete the design and construction of the livestream room.

(iv) Carry out livestream warm-up promotion

Spread and promote the prepared livestream warm-up materials, carry out the warm-up promotion before livestream, and complete the livestream guiding.

(v) Carry out livestream marketing sales activities

Record a 10 minute live event. Display and sell goods in the livestream marketing room, fully interact with fans in the livestream marketing room, guide attention and place orders. The livestream marketing link includes the livestream opening, product explanation, livestream interaction and livestream ending.

(vi) Complete livestream marketing data analysis

According to the relevant data in the process of livestream marketing sales, sort out and analyze the data, replay the livestream marketing activities, find the problems existing in the livestream room and give optimization suggestions.

**Module iii: Marketing activities and content design**

Competition time: 120 minutes

Competition task:

Competitors shall use the equipment provided by the competition venue to conduct the competition in the specified competition venue according to the requirements of the competition test questions. Design the theme and content of marketing activities, make promotional copy of marketing activities, and complete the promotion of marketing activities; Design corporate publicity themes and content, make corporate marketing posters, and complete corporate publicity.

Competition requirements:

(i) Design marketing campaign themes and content

According to the marketing goals of the enterprise, combined with the characteristics of the products and the characteristics of the target customers, design the theme of the marketing activities, the time of the activities, the way of participating in the activities, the strength of the activities, and the transmission paths of the activities.

(ii) Create marketing campaign copy writing

According to the characteristics of marketing copy writing, combined with the theme and content of the marketing activity, write the title of the copy writing that attracts clicks, and use the method of mixing pictures and texts to complete the production of the promotional copy writing for the marketing activities.

(iii) Design corporate promotional themes and content

According to the corporate propaganda goals, analyze the characteristics of target customers, design corporate propaganda themes and contents, and convey corporate culture and ideas based on corporate positioning and product characteristics.

(iv) Make corporate marketing posters

According to the communication characteristics of graphic and text content, combined with the theme and content of corporate publicity, select appropriate picture materials, and use the combination of graphic and text to complete the production of corporate marketing posters.

#### **Module iv: Network media marketing promotion**

Competition time: 120 minutes

Competition task:

Based on the background of the company, the competitors analyze the distribution characteristics of the industry population and the marketing content of the company's graphics, videos, etc., and determine the target audience; combine the marketing budget, formulate a promotion plan, complete the paid promotion of

marketing content such as graphics, text, and videos, and analyze the marketing report. , for promotion optimization.

Competition requirements:

(i) Analyze the characteristics of industry population distribution and marketing content such as corporate graphics, videos, etc.

According to the industry insight data, analyze the distribution of characteristics of the industry population in terms of region, age, gender, interest behavior, active time period, and mobile phone brand; And according to the background information of the enterprise, analyze the marketing content to be promoted, such as graphics, texts, videos, etc., determine the target audience, and provide reference for online media marketing promotion.

(ii) Develop a promotion plan and complete the basic settings for online media marketing and promotion

Combine the marketing budget, formulate a promotion plan, complete the basic settings of ad group budget, ad group name, ad audience, ad plan budget, bid, creative title, etc., and end a cycle of online media marketing promotion.

(iii) According to the marketing report, analyze the promotion effect data analysis, and carry out promotion optimization

After completing a cycle of online media marketing and promotion activities, different advertising groups and advertising plans will bring different marketing effects under different promotion costs. When there is still a budget, you can analyze the effect data and use the budget balance to promote again.

### **(III) Proposition scheme**

The contents of the technical documents of the project are based on the technical requirements of the BRICS Skills Competition. If there is any revision, the chief referee will make a small amount of integration, and the revision will be announced 7 days before the competition.



## **IV. Scoring criteria**

### **(I) Scoring method**

The scoring criteria of this item are divided into measurement and judgment. Those that can be expressed with objective data are called measurements, and those that require subjective description are called judgments.

#### **i. Judgment (subjective)**

Judgment mainly refers to the evaluation and scoring based on the opinions of the scoring referee. The scoring referee scores according to the scoring rules. Such evaluation is used to make subjective judgment on the quality of the evaluation object. At least three referees are required to participate in the evaluation. Each referee should make his own evaluation, and finally the average score of the three referees is taken.

#### **ii. Measurement (objective)**

The measurement is automatically evaluated and given by the competition system, and the benchmark of the score is clearly defined in the scoring rules.

#### **iii. Application of subjective evaluation and objective evaluation**

Module number	Module name	Competition time	Scores		
			Judgment	Measurement	Total
i	Market analysis and commodity planning	120 minutes	0	100	100
ii	Livestream marketing	150 minutes	20	80	100
iii	Marketing activities and content design	120 minutes	100	0	100
iv	Network media marketing promotion	120 minutes	0	100	100
Total			120	280	400

### **(II) Scoring procedure**

Set up several scoring groups according to the competition module, and each group is composed of 3 or more referees. Each team must include at least one

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experienced expert. The scoring referee shall not evaluate the competitors of his unit.

i. Process score

The scoring referee shall score the operation specifications and on-site performance of the participating team according to the on-site scoring table. The scoring results shall be signed and confirmed by the competitors and referees.

ii. Result score

For the competition results submitted by the competitors, according to the competition evaluation criteria, the scoring referee will evaluate and score the subjective description part, and the competition system will measure and score the objective data expression part.

iii. Points deducted for violation

Points will be deducted in case of any of the following circumstances:

(i) If the equipment provided by the stadium is damaged due to illegal operation, the environment of the stadium is polluted and other behaviors that seriously do not meet the professional norms, the total score will be deducted by 5-10% depending on the circumstances, and those in serious cases will be disqualified from the competition.

(ii) If competitors disturb the order of the competition or interfere with the work of the referee, the total score will be deducted from 5-10% depending on the circumstances. In serious cases, the competition qualification will be cancelled.

(iii) 5-10% of the total score will be deducted depending on the circumstances if the competition rules and assignment requirements are not followed, the dress is not standardized, and the data archiving is incomplete.

**(III) Score calculation**

i. Spot check and recheck

In order to ensure the accuracy of score statistics, the supervision team will review the scores of all the top 10 teams in the event; Spot check and recheck the other results. And the coverage rate of spot check shall not be less than 15%. The supervision team shall timely inform the chief referee of the errors found in the

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recheck in writing, and the chief referee shall correct the results and sign for confirmation. If the error rate exceeds 5%, it shall be deemed as a non small probability event, and the referee team shall review all results.

ii. Statistical scoring method

Each scoring team shall score the modules in their charge respectively, and the scoring score sheet shall be signed and confirmed by each referee participating in the evaluation and submitted to the chief referee for safekeeping. The original score sheet shall be reviewed and signed by the referees of each group, and then confirmed by the chief referee and then submitted to the staff for entry into the system.

iii. Score juxtaposition

Compare the scores of the four modules in reverse order. For example, if the total score is the same, compare the score of module 1, and the one with high score is ranked first. If the total score is the same and the score of module 1 is the same, compare the score of module 2, and the one with higher score will be ranked first, and so on.

**(IV) Composition and grouping of referees**

i. Referee group

The members of the referee team are responsible for all competition affairs. It mainly includes participating in the determination of competition items, competition rules, scoring standards and relevant competition technical documents; be responsible for the inspection of competition venues and equipment; be responsible for the execution of the whole process of the competition and the summary, review, approval and release of the competition results.

The referee group consists of two working groups. The responsibilities of each group are as follows:

(i) Competition team

Be responsible for the work arrangement of competition affairs. It mainly includes the arrangement of competition sessions and the drawing of competitors.

(ii) Invigilator group

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Be responsible for the recording and invigilation of the competition site, mainly including: check the competitors' certificates; maintain field discipline; control competition time; record the situation of the stadium and make invigilation records; correct the competitors' violations and report to the chief referee in time if the circumstances are serious; participate in the drawing of the competition.

ii. Referee's suggestion

- Chief referee's work

(i) Do a good job in communication and coordination with the competition area, and implement various technical work of the competition.

(ii) Complete the preparation of technical working documents of the item on time and carefully.

(iii) Take the lead in adhering to and safeguarding the principle of fairness and impartiality, abide by confidentiality discipline, and don't disclose technical information that affects the fairness and impartiality of the game.

(iv) Do a good job in the pre-competition training of the referees of the item and preside over the online forum of the item.

(v) Take various measures to ensure fairness and impartiality, such as avoidance, crossover and anonymous workpieces (works), and organize all referees to do a good job in the evaluation and related technical work of the item.

- Referee work

(i) Strictly enforce adjudication, be fair and impartial, and do not engage in malpractices for personal gain.

(ii) Understand and master the technical rules and requirements of the competition.

(iii) Obey the technical work arrangement of the referee team and do their own work carefully.

(iv) Seriously participate in various technical work, and put forward objective, fair and reasonable opinions and suggestions on controversial issues.

(v) Stick to the post, don't be late or leave early, strictly abide by the execution schedule, and ensure the normal execution of the execution work.

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iii. Discipline and requirements in judgment

(i) Before the competition, the referee shall hand in all electronic devices with communication function, shooting function and storage function;

(ii) During the competition, the referee should try to avoid leaving the field and rest in the referee area when there is no referee work;

(iii) The referee shall not participate in any referee and technical evaluation work that is not his own referee station;

(iv) During the competition, the referee shall not conduct technical exchanges with the competitors of any unit;

(v) During the competition, the referee shall not observe the competitors' operation for a long time and close distance;

(vi) During the competition, the referee shall not make any suggestive actions or language prompts to the competitors;

(vii) In case of safety failure during the competition, the referee can suspend the assessment at once;

(viii) During the competition, if the equipment and safety failure caused by the operation of non competitors needs to be handled by technicians, the referee shall timely adjust the competitors to the standby station to continue the competition, and the time difference generated during the period shall not be included in the total competition time;

(ix) During the competition, if the referee has a technical dispute, the decision of the chief referee shall prevail;

(x) The chief referee can supervise the fairness and impartiality of the scoring process of all referees.

## **V. Competition related facilities and equipment**

### **(I) Competition technology platform standard**

In order to ensure that the competition is open, fair and just, the competition equipment, software and technical platform are strictly selected, and all indicators meet the relevant standards of the management measures for equipment and facilities

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of BRICS Skills Competition, so as to ensure the smooth progress of the competition.

All the software of the competition is genuine, and the proposed technical platform has good maturity, reliability, universality and compatibility.

### **(II) Environmental requirements**

**Competition Venue:** the competition venue meets the competition needs. It is suggested that the venue should be set in the gymnasium, library hall or computer room. The venue should be flexibly adjusted according to the venue area of the host institution and the number of participating teams. Ensure good daylighting, lighting and ventilation on site, and provide stable water, electricity and power supply emergency equipment. During the competition, the field adopts network security control, and information exchange inside and outside the field is strictly prohibited.

**Competition equipment:** all competition equipment shall be provided and guaranteed by the preliminary / final organizing committee. The competition area shall prepare the software and hardware platforms required for the competition according to the number of teams, and provide standard competition equipment to the teams.

**Competition platform:** each platform is marked with a number.

**Network equipment:** adopt star network topology and install Gigabit switch. The network cable and power supply cord are laid in a concealed way. The independent network environment is adopted, and the external network server can be accessed;

**Network security:** adopt unified anti-virus software to protect the server from virus. Shield the computer USB interface used at the competition site. Deploy an integrated monitoring system with network management, account management and log management functions;

**Power requirements:** dual power supply; UPS is used to prevent system data loss caused by sudden power failure on site.

**Rated power:**3KVA, **backup time:**2 hours, **battery type:**output, **voltage:** 230V±5%V.

**Media publicity:** on the premise that the competition is not disturbed, the venue

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is open to the media and industry experts, and the media and industry experts are allowed to visit the site along the designated route within the specified period of time. Background boards, publicity banners and wall charts can be set up in the competition venue to create a competition atmosphere.

**(III) Equipment list**

i. Technology platform

Use schedule	Platform name	Specification description
Practical assessment	Online competition system	Based on real case data and massive material resources, the online competition system (practical operation module) takes the intelligent business operation platform as the carrier to complete the competition needs of technical skills such as internet marketing planning, commodity selection and planning, internet marketing research, marketing activity design, marketing material production, livestream marketing and network media promotion.

ii. Hardware specifications

No.	Equipment name	Specifications	Suitable for use
i	Computer	CPU: I5, RAM: 8G Operating system: win7 or above Browser: Google 65 or above Screen resolution: 1280 * 1024 or above (ordinary screen);1366x768 or above (Widescreen 16:9);1440x900 or above (Widescreen 16:10) Internet bandwidth: 10M or above (stable)	competitors and judges
ii	Livestream marketing equipment	Condenser microphone, livestream mobile phone, headset, tripod, fill light and goods in livestream. The mobile phone needs to be equipped with operating system of Android 10 above, RAM above 4GB + 64GB and front	competitors

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		camera above 5 million pixels.	
iii	Printer	Standard equipment	Preliminary and final

## **VI. Competition instructions**

### **(I) Before the competition**

i. According to the actual needs of the item, the chief referee and the person in charge of the venue shall finally confirm the preparation of venue equipment and facilities 2-3 days before the competition; the chief referee and the referees shall conduct centralized training, technical docking and confirmation of equipment, facilities, materials and necessary tools one day before the competition.

ii. When registering for duty, the competitors shall receive the entry certificate, entry materials, meal coupons, and draw the contestant's number. After the registration, they shall go to the venue and get familiar with the venue.

iii. The order of competitors' appearance shall be determined by drawing lots based on the school. If multiple competitors selected by the same college complete the competition in the same game and cannot play in the same competition due to special reasons such as equipment, adjacent competition must be arranged instead of being separated.

iv. 30 minutes before the competition, go to the designated entrance for recording, and the recording personnel will verify the number. The competitors who are 15 minutes late after the competition will be deemed to give up the competition automatically.

v. After recording, each contestant shall go to the designated position according to the drawing number. All communication, photography, video, disk and other tools shall not be brought into the competition site.

### **(II) In the competition**

i. After the on-site referee uniformly informs the competitors of the competition rules, time and process, the competition will be officially started and timed.



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ii. It is forbidden to whisper or borrow tools from each other during the competition. The competitors cannot walk or talk.

iii. During the competition, if competitors need to rest, drink water or go to the bathroom, these will be counted in the operation time.

iv. After entering the competition field, competitors shall not leave the competition field without authorization. If they leave the competition field or terminate the competition due to illness or other reasons, they shall signal to the referee. They can leave the competition field and arrive at the designated place by the guidance of the staff of the competition field only with the consent of the chief referee of the competition field and after signing and confirming on the record sheet of the competition field.

v. The competitors shall submit the competition results according to the procedures, cooperate with the referee to record the situation of the competition field and sign for confirmation. When the referee requests for signature, it shall not be rejected without reason.

vi. After the chief referee issues the order to end the competition, all competitors who have not completed the task shall immediately stop the operation, clean up the competition position as required, and shall not delay the competition time for any reason.

**VII. Venue layout requirements for reference**



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illegal equipment operation, the referee and examination staff shall timely inform the referee and suspend the competition. If the competitors find that the equipment has operation safety problems, they should timely inform the examiner and the chief referee for safety treatment.

ii. Safety facilities

There must be a safe passage on the field. Before the competition, the competitors and referees must be clearly informed of the position of the safety passage and safety door. The site must be equipped with fire-fighting equipment and placed in a prominent position.

iii. Management and restriction of toxic and harmful substances

competitors and all participants are forbidden to bring any toxic and harmful substances into the competition site.

iv. Medical equipment and measures

The site must be equipped with corresponding medical personnel and first-aid personnel, and corresponding first-aid facilities.

(III) Environmental protection

The venue shall strictly abide by China's environmental protection law. All wastes in the venue shall be effectively classified and treated, and the unused materials of the competitors shall be recycled.

(IV) Epidemic prevention and control

i. We should implement the strategy of "preventing the spread of the coronavirus from both within and without of a city (or an area) ", and take various preventive measures in time and effectively. In accordance with the law, scientific, standardized and unified prevention and control, we should deal with COVID-19 infection pneumonia, and earnestly achieve "early detection, early reporting and early isolation", so as to ensure the health and safety of the participants, referees and staff members.

ii. All participants, referees and staff should fully understand the severity and complexity of the epidemic, attach great importance to the prevention and control of infectious diseases such as COVID-19. In accordance with the principles of management, pay attention to changes in the epidemic situation, strengthen disease

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propaganda, initiate timely plans, implement prevention and control measures, do a good job in prevention and control work, and resolutely prevent the spread of the epidemic.

iii. Except during the competition and dining, we must wear protective articles (masks) in public places all the time.

iv. Supervise the whole process, set up isolation area, and establish emergency green channel. Ensure that in case of injury, abnormal temperature and other emergencies, it can immediately form a seamless connection with the hospital. Pay attention to the changes of the epidemic situation, strengthen disease publicity, timely start the plan, implement the prevention and control measures, do a good job in prevention and control, and resolutely prevent the spread of the epidemic situation.