



## **APPENDIX No. 6**

### **To the CEMS MIM Selection Rules & Regulations for the 2027/2028 academic year (2027 Selection)**

## **SELF-PRESENTATION VIDEO GUIDELINES**

*(Last update: 22 June 2026)*

Since the 2022 Selection, we have replaced a candidate's letter of motivation with a 2-minute self-presentation video that all candidates are obliged to shoot and make available to the interview jury.

The purpose of that video is to acquaint the jury members with the candidate and his/her motivation for the CEMS MIM programme before the interview session. Thanks to that, the jury will have more time to prepare questions but also to use the interview time more effectively and improve the just evaluation of the candidate.

### WHAT SHOULD BE THE VIDEO CONTENT?

You must make a self-presentation in English along with the following topics (script):

1. Introducing yourself: your name/surname, age, nationality, SGH major (your study programme)
2. The reason(s) why you are applying for the CEMS MIM
3. What is your plan for your future career, and how can CEMS advance/boost it?
4. Why should we select you for the CEMS MIM programme? What makes you unique among other students to consider you for the programme?
5. What is your contribution to a more sustainable World

Please ensure your story is consistent with the details in your CV!

### HOW LONG SHOULD THE VIDEO BE?

The length of the video shall not exceed 2 minutes (120 seconds)

### HOW TO SHOOT/RECORD IT?

It is absolutely up to you. It may be done using your smartphone or any kind of camera with a voice recorder or any other video recording equipment with acceptable quality. It may be a recording using one of the communicators as well.

It is recommended that the video be made at a resolution of 720p with well-recorded sound (clear), possibly without any background noise. The video background is up to you: natural or artificial (gallery). Please ensure that the background is not overloaded with distracting objects, details, etc.

### WHERE TO UPLOAD IT?

Please upload it in a standard format: preferably MP4 (other common formats are: AVI, MOV, WMV etc.) to YouTube (unlisted video) or Vimeo (link with a password).

There are plenty of websites that guide you step by step on how to upload a video, starting with YT and Vimeo tutorials online or browsing guides offered by other universities like:

<https://guides.library.ucsc.edu/DS/Resources/VideoWebUpload>

### HOW TO MAKE IT AVAILABLE TO THE SELECTION COMMITTEE?

Please upload a link and password to the movie in the CEMS online application form, in the dedicated fields and save it!

### NAME OF THE SAVED FILE WITH A LINK AND PASSWORD TO YOUR VIDEO

To help us collect and identify your file, please save it in PDF format with a name:

Video\_XXXXXX\_YourSurname, where XXXXXX stands for your Student ID number (number albumu). If your Student ID is 5-digit, please put the digit 0 in front. For example:

**Video\_012345\_Kowalski.pdf**

The process of uploading video details is also described in Appendix No. 2 to the Rules.

### FINAL REMARKS

1. Don't do it last minute – it is a short video, but time-consuming in preparation and recording.
2. Prepare your CV first
3. Write a script for your presentation before attempting any recording
4. Record it and review it. If you are not fully satisfied, repeat it
5. If you know how to edit your video, you may do that
6. Remember: it is just a 2-minute video, make your story concrete and concise but not monotonic

### **REMEMBER:**

**THE SELF-PRESENTATION VIDEO  
IS A MANDATORY COMPONENT OF YOUR ONLINE APPLICATION  
FAILURE TO UPLOAD IT WILL RESULT IN THE REJECTION OF YOUR APPLICATION!**

Warsaw, 22 June 2026

CEMS Office  
SGH International Centre (CWM)