

ECR video competition



We're inviting PhD students and postdoctoral researchers to step in front of the camera for our inaugural **ECR Video Competition**.

Can you explain your research, and why it matters for people living with MS, in just one minute? This is your chance to sharpen your communication skills and share your work with the wider MS community.

Submit your entry by 12 noon on Tuesday 14 April 2026.

The winner will receive a book voucher, and the winner and runners-up will have their videos showcased at our **MS Frontiers** conference in June and featured on our social media channels ([Facebook](#), [Instagram](#), [LinkedIn](#), [Youtube](#), [X](#) and [TikTok](#)). Everyone who enters will get personalised feedback on their video from our Research Communications team.

Who can enter?

You can enter, either individually or as a team, if you're:

- A PhD student or postdoctoral researcher funded by the MS Society.
- An undergraduate, Masters, PhD student, or postdoctoral researcher working in MS research in the UK, regardless of your source of funding.

Please note: You can submit one entry only, either as an individual or as a team. If you've entered our blog competition previously, you're very welcome to enter this video competition.

Video requirements

You don't need fancy equipment- your phone can do the job! To make sure your video is suitable for our social media and digital platforms, please follow these guidelines:

- **Length:** 60 seconds maximum.
- **Orientation:** Portrait (9:16)
- **Audio:** Make sure you're speaking clearly. Be sure to avoid any background noise.
- **Accessibility:** You don't need to add any captions; our team will add in subtitles for shortlisted entries.

Top tips:

- **The setting:** You don't need a professional studio. A quiet spot in the lab or a bright office works well.
- **Eye level:** Avoid looking down into the camera. Prop your phone up at eye level.
- **Look at the lens, not the screen:** That way it feels like you are making eye contact with your audience.
- **Find a bright spot:** Make sure the light is in front of you, not behind you.

What are we looking for?

Your 'elevator pitch' should answer two questions: **“What am I researching?”** and **“Why does my research matter to people affected by MS?”**.

Entries will be judged by our panel that includes Research Team staff and Research Network members with lived experience of MS, based on:

- 1) **Clarity and accessibility:** Can a non-scientist understand your project? Have you avoided or clearly explained complex jargon?
- 2) **Engagement and storytelling:** Is your video interesting and easy to follow? Does it grab the viewer's attention in the first few seconds?
- 3) **Impact:** Do you clearly explain how your work could improve the lives of people with MS, either now or in the future?
- 4) **Delivery:** Is your pacing comfortable? Do you come across as confident and passionate about your work?

How to film a great entry

- **The 'hook':** Think about your opening line. What can you say that will grab your viewer's attention and get them interested straight away?
- **Humanise it:** Let your personality shine through. We want to see the person behind the research. We're not looking for professional quality videos - clarity and authenticity matter most.
- **Prioritise plain English:** Avoid technical jargon and focus on how your research affects real lives, using language that is warm, accessible and easy to follow.

How do I submit?

- 1) Film your video. Keep it under 60 seconds.
- 2) Complete our [Media Consent Form](#). By entering, you agree to the MS Society sharing your video across our social media, website, and communications.
- 3) Send your video via [WeTransfer](#):
 - Go to WeTransfer
 - Upload your video using the '+' icon
 - Send it to researchcommunications@mssociety.org.uk
 - Use your **own name as the title**
 - Click 'Transfer'
- 4) [Download and complete our entry form from the ECR Hub](#) and send it to researchcommunications@mssociety.org.uk. Your video submission won't be accepted without your entry form and media consent form.

Good luck!