

# Tik Tok Competition: IR In Action



**1st Prize**  
**RM800**



**2nd Prize**  
**RM500**



**3rd Prize**  
**RM300**

We're looking for creative TikToks that highlight the fun in Interventional Radiology (IR) —whether it's demonstrating skills and techniques, explaining procedures in a fun way, or showcasing real-world applications of IR. The possibilities are endless!

## HOW TO ENTER:

Follow our TikTok account **@MYSIR2012**.  
Create a TikTok video showcasing any aspect of Interventional Radiology, which may include:

- A quick breakdown of an IR procedure.
- Educational content about the benefits of IR.
- Behind-the-scenes moments from an IR Suite or clinic.
- Fun or educational skits based on "IR in Action"
- Showcase a patient success story (with consent) or recovery process.

Use the hashtag **#MYSIR2025TikTokCompetition** and **#IRInAction** in your video caption.

Tag our official TikTok account **@MYSIR2012** in your video. Keep it within 1 minute (60 seconds) - short and engaging TikToks work best!

## Eligibility:

- Open to all MYSIR ASM 2025 Delegates.
- Videos must be original and follow TikTok's community guidelines.
- All participants must have a TikTok account.
- You may participate as a team, representing any hospital; or as an individual
- There is no limit to the number of submissions—you can submit as many videos as you like!

## Deadline:

All entry forms must be submitted to the MYSIR ASM 2025 secretariat and posted on TikTok by 30th May 2025, after which the videos will be showcased on the official MYSIR TikTok page.

## Winner Announcement:

Winners will be announced during the closing ceremony of MYSIR ASM 2025.

## Consent and Usage:

By submitting your TikTok video(s), you consent to MYSIR using your content on our official social media pages and for promotional purposes. Additionally, your video(s) will be featured during **MYSIR Annual Scientific Meeting 2025**.

## Judging Criteria: (Your video will be judged based on the following)

1. Creativity & Originality: Entries should be the participant's own, original work.
2. Message Content: How well you communicate the impact and importance of Interventional Radiology and reflects the intended theme.
3. Presentation: How well is the video produced, in regards to editing, "wow" factor, music, visual and sound quality, as well as adherence to the time limit of 1 minute (60 seconds).
4. Number of Shares, Likes & Comments: The engagement your video generates will count.