



Applicant Guide

Unleashing Your Potential: Stand Out
in the Care Sector Talent Show



How to Showcase Your Talent and Impress the Selectors & Judges

Care Sector's Got Talent aims to celebrate the creativity, passion, and personality within the care sector. Whether your talent is singing, dancing, comedy, poetry, magic, playing an instrument, or something completely unique—this guide will help you make the strongest impression possible.

Ready to shine and showcase your unique talents? Dive into this guide to discover tips and tricks that will leave a lasting impression



Part 1. Creating a Standout Application Video

Your application video is the selectors' first impression of you. It doesn't need to be the same act you'll perform in the final, but it should show what makes your talent special.

Read on to learn how to make your video shine.



Showcase the Heart of Your Talent

Selectors want to see:

- **Skill** — what you can do at your best
- **Personality** — your style, charm, humour, or passion
- **Confidence** — even if your act is quiet or subtle, own it

Tip: Aim to include a “moment” that makes you memorable—hit a big note, deliver a punchline, show a wow-factor trick, etc.



Keep It Simple but High-Quality

You don't need professional equipment. A smartphone will do perfectly if you:

- Use good **lighting** (facing a window is ideal)
- Keep the **camera steady**
- Choose a **quiet environment**
- Film in **landscape** mode unless your act requires portrait



Don't Overthink the Setting & Keep It Focused

They're judging you, not your background.

A tidy room or quiet office is perfect.

Avoid locations that:

- Distract from your performance
- Are too dark
- Are noisy

Application videos don't need to be long—**1 to 3 minutes is ideal**. Show your highlight moments rather than a full-length performance.



Start Strong & Be Yourself

Selectors often make judgements quickly. Begin with:

- A short introduction (“Hi, I’m... from... and my talent is...”)
- Jump straight into your performance—avoid long build-ups

Authenticity is eye-catching, so be sure to showcase your unique twist. For example, if you sing, choose a song that suits your voice instead of just picking one that’s popular. If you do comedy, include a strong joke that represents your style. And for magic, select something visually surprising to capture attention.



Part 2. What Selectors Are Looking For

The review panel will be choosing eight finalists from across the entire care sector. They're looking for:

- **Talent** — skill, creativity or originality
- **Stage potential** — could this act wow an audience?
- **Confidence** — comfort performing on camera
- **Likeability** — personality and presence
- **Variety** — they want a mix of talents in the final

If your act is niche or unusual—great! That can help you stand out.



Part 3. Preparing for the Final (if selected)

Finalists will perform live on stage for three minutes, in front of:

- A live audience
- A panel of judges

Continue reading to discover how to make those three minutes truly unforgettable.



Plan a 3 Minute Performance That Builds

Three minutes is short—so structure your piece:

- **Strong opening** (get attention immediately)
- **Clear middle** (show the core of your talent)
- **A big finish** (leave the judges cheering)

If singing or dancing, consider a short medley to show range.

If speaking or performing, craft a mini-arc with a punchline or twist.



Rehearse for a Stage, Not a Living Room

Performing on stage feels different. Practise:

- Moving confidently
- Using the full space
- Projecting your voice
- Making eye contact

If your act is static (e.g., playing an instrument), work on posture and presence.



Choose Material That Suits You

You don't need to choose the hardest piece—choose the one that makes you shine.

Think about:

- What gets the strongest reaction
- What fits your personality
- What can be delivered confidently on stage



Think About Audience Engagement

The best acts usually:

- Smile
- Connect with the crowd
- Show emotion
- Use expressive body language

Even shy performers can create connection through storytelling or charm.



Consider Simple Staging

You might enhance your act with:

- Backing music
- Props
- Costume or outfit choice
- Simple choreography

Keep it manageable—you'll only have a few minutes to set up.



Practice the Three-Minute Timing

Judges will notice if:

- You rush
- You drag
- You get cut off mid-performance

Use a timer during practice until it feels natural.



Bring the Care Sector Spirit

This event celebrates the people who make the care sector special.

Judges love seeing:

- Compassion
- Joy
- Pride in your work
- Personal stories (brief and relevant)

Let your humanity shine—your story matters as much as your talent.





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