

Film Making – Training Video

What is it?

A creative and energetic team building activity which expresses and engages people in your message, brand and values.

A chance to write, storyboard, film and produce a training video specific to your company. Whether it exposes the dos and don'ts of sales, the art of great customer service or niche networking know-how, teams collaborate to create their own entertaining and educational film.

If you really want to learn something.....teach it!

How does it work?

Delegates work in teams to produce a training video for your organisation, later to be screened to all, or edited and mastered to form part of an internal e-learning library.

Teams tackle the challenge in one of two ways. Each group works together to produce their own complete training video, or teams work on a scene or set of scenes to contribute to a collaborative 'one team' film.

After teams receive a briefing and a fixed budget, team members allocate certain production roles - including producer, director, scriptwriter, actors/actresses and editor.

Usually having 2-3 hours to script, film, edit and produce their videos, teams are compelled to employ effective communication, time-management and creativity.

Teams begin by planning their approach which includes the video's style, content and message.

In the filming phase of the challenge, teams have access to the 'film studios', where they will find essential equipment, facilities and expertise to aid them. Additional assistance is available to teams, though this is charged against their budgets.

Other budget costs include:

- Purchasing music, or paying PRS fees should teams use popular music tracks
- Teams have a set amount of free editing time, although expert editors' time can be paid for

After all editing and producing is complete, the final results can be screened to the whole group. This may be over dinner - where teams' creations are judged, winners are announced and awards are presented for the best training videos in certain categories; such as 'best overall video', 'most interesting representation', 'most informative' or 'greatest entertainment'.

Your film making event can be tailored to any of your specific requirements, and training videos can focus on key business or product messages.

This activity can work in various formats, from a swift, non-edited half an hour session to a full day event.

Who is it suitable for?

- Any ages or backgrounds
- Teams, organisations or departments lacking familiarity
- Co-operation dependent teams

