



Making a Movie

MAKING A MOVIE
public vision GmbH

Stromstraße 41
D-40221 Düsseldorf

fon +49 (0)211.9 02 34 67
fax +49 (0)211.3 98 26 26

mail info@public-vision.de
web www.public-vision.de



Making a Movie

"Making a Movie" is the ideal concept for your corporate event: The combination of action, entertainment and target orientation for your staff not only helps to build and strengthen the team spirit. Video working groups are an especially effective and creative means to motivate staff.

Film and television to a high degree is teamwork: Everyone has to work together if you aim to achieve the right results. Your employees will gain this experience by producing a short film or spot in a short time with limited resources. It is a way to offer your employees the chance to be creative, communicative and cooperative proactively. Everyone involved can experience the results during a "movie premiere" at a corporate event.

You can customize this event module precisely to the objectives and the time frame of your event.





REFERENCES I/II

References of "Making a Movie" events for executives:

Accenture Dusseldorf

Partner meeting 60 participants
1 day event

Bayer Schering Pharma
Global leadership conference as a
kick-off event for the merger of
Bayer and Schering
150 participants
3-day overall event
English-speaking

Bayer HealthCare / O & I

Global leadership meeting of the
two companies as a kick-off event
for a cooperation agreement
between the two companies
150 participants
2-day overall event
English-speaking





REFERENCES II/II

Deutsche Bank	Executives Forum 2013 320 participants 2-day overall event
Deutsche Telekom	Leadership conference 150 participants 1-day total event
Smurfit Kappa	Teambuilding workshop 12 participants 2-day overall event in cooperation with systemic coach Ruth Marquardt
Telekomshop Gesellschaft	Leadership conference 150 participants 1-day total event





CONCEPT & REALIZATION

"Making a Movie" is a proven concept that has been developed specifically for corporate events out of a combination of media practice and many years of teaching.

Film modules will be introduced by the company public vision GmbH from Düsseldorf, whose Managing Director, Lars Bastian, has developed the concept with his team.



SCHEDULE I/II

The participants of your conference come together at one central place. Here, a host informs them about the task that awaits them - to make a film. They will receive the specifically definition of the task and are divided into groups.

The groups then go to their group rooms or group zones. Here they will meet their group leader, a professional cameraman.

The group zones are equipped with camera equipment and accessories: a blackboard or a flip board for the creative work including items like a colored cardboard, glue, scissors, highlighters etc. Apart from these items the participants have to rely on their creativity and achieve the best possible result with the existing local conditions.

The distribution of responsibilities takes place right at the beginning of the project: directing, camera, shutter, sound, screen, script... who does what? The technical team is briefed by the cameraman on the operation of the equipment. The rest of the group begins to develop a basic idea of the film.





SCHEDULE II/II

The time frame for the ideas and the introduction of technology can take anything from 30 minutes to two hours.

After that the implementation of the idea takes place within the given time frame. This can be set at 90 to 180 minutes. Upon request, the working group will be accompanied by a professional camera crew. This crew will record material for a compilation documenting the whole event as a "Making of".

Screening of the films and of the "Making of" films during the evening event, or on the following day, depending on the schedule.

MAKING OF EXAMPLE

play



VENUES

Spacious hotel facilities, the company's own premises, trade fair, theme park or by choice. And even when selecting different venues, the event module itself remains very flexible. Some prerequisites are not necessary, but may be useful, for example:

- Sufficient seminar rooms for group work
- Green areas
- Spacious areas
- Access to water (river, lake, pond)





SAMPLE SCHEDULE

The following sample schedule is to be regarded as a mere example and may take any other shape you may desire. In particular, the separation of the movie production day and the presentation of the films on the following day may be a desired model and is easy to implement.

The timing of an event can be seen on the following page.

SAMPLE SCHEDULE I/III

Time	Content - Examples	Method - Examples	Targets
09:00 – 09:15 Uhr	Greeting		
09:15 – 10:00	Team thoughts, guidelines, processes of change or other company topics	Business theatre, Business Coaches, Use of media, Presentation.	The topic is introduced and emotionalized. Motivation for creative group work
10:00 – 12:00	Working groups, Immersion of the given topic	Hosted group work, guided by an in-house group leader	Reflection of cooperation, Identification of team processes, Identifying improvement opportunities, in-depth analysis of the given topic
12:00 – 13:00	Lunch		
13:00 – 13:30	Organizational issues, Schedule, Grouping, Ordering the task	Presentation by hosts	All participants have clarity about their role and the sequence

SAMPLE SCHEDULE II/III

Time	Content - Examples	Method - Examples	Targets
13:30 -15:00	Under the guidance of a film professional the groups establish who will carry out what task and develop film ideas	Hosted group work The film professional and the in-house group leader act as hosts	Team buildings Intensive analysis of the given topic
15:00 – 17:00	The groups record the developed film ideas	Group work and film production Physical activity	Team building. Intensive analysis of the given topic. Emotions are created with fun and group dynamics, Learning film production / playful expansion of media competence
17:00 – 18:00	Break	Starting at 17:00: Editing by group leaders and cutter	
18:00 – 21:00	Dinner, Social get-together		

SAMPLE SCHEDULE III/III

Time	Content - Examples	Method - Examples	Targets
21:00 –	Presentation of films	Hosted projection of films	The given topic is emotionalized. Impetus on the topic by the films of the other groups Reflecting the teamwork, Community experience of team building
	Voting for the best film	Options: Strength of applause, Raising hand, Electronic voting	Competition
	Award ceremony	Options: Certificate, Medal, Oscar	



COSTS

Due to the individual circumstances it is not possible to provide a blanket price for the event module "Making a Movie".

The "Making a Movie" Module includes:

Project management

A group leader per group

A cutter for cutting the film material

A high quality camera and sound equipment for each group

sufficient cutting facilities in order to be able to complete film production within the allotted time



FURTHER INFORMATION

Ideally, the groups consist of 8-10 participants. For larger groups, it is advisable to set a tighter time frame for design and film work.

A DVD production with participating films of the participants can be ordered separately.

