

Commercial Break lights, camera..... teamwork!



Filmmaking is the ultimate teamwork. We offer a uniquely hands on approach, allowing the team to script, story-board, shoot and edit their film with full technical support. This gives people the opportunity to take creative risks in a controlled environment, since they manage all elements including soundtrack and titles.

During pre-production a short script and story-board are developed. Roles within the movie crew are then defined and allocated. Each team member undertakes something completely new to them, which creates a level of uncertainty. This will develop a reliance on other team members to support them in achieving their roles and responsibilities.

Filming and post-production will overlap to fully develop communication skills within the team and allow time for all to view the movie at the final de-briefing session. Team members will each receive a DVD of their film, along with our own edit of the total experience. This means that any learning outcomes can be taken into the workplace.

The key learning outcome resulting from the Commercial Break Team Event are:

- Project Management
- Creative Thinking
- Vision and purpose
- Communication

This team event is suitable for a film crew between 8 and 20

Duration of event: One day



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Detailed Overview of Event

Why movie making? We find that making movies parallels the aims and objectives of most teams. A project that can seem overwhelming at the outset becomes not only manageable but also fun and completely immersing for all participants. Movie making is about synergy, the whole being greater than the sum of the parts. A crew that understands this can push ahead to achieving the same goal.

The most successful teams set clear goals, identify clear roles and responsibilities, focus on effective communication, tap into creative expression, think on their feet, take initiative, and celebrate their shared accomplishment together. Commercial Break achieves all of this, and more.

Team Event Design

Each event is specifically designed to meet the learning needs, objectives and time constraints of the team. By working closely with your organisation to understand and define your needs, the event is tailor-made.

Crews can be made up of between eight and twenty members, with single or multiple roles, as determined by the script. Choosing their own brief – perhaps your company strap line or corporate vision – the team must cleverly incorporate the theme within a specific movie genre.

The team is fully supported by both technical tutors and team building facilitators to ensure a clear learning component to the event.

The Key Learning Objective

Participants will come away with an appreciation of teamwork, collaboration, synergy and innovation. A truly memorable experience that can be reinforced time and again after the event – given the permanent record of the film that is presented to every team member.



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The Planning Process

We supply the team with digital video cameras, tripods, microphone, clapperboard and a selection of props and costumes, all used under the supervision of our Technical Tutors. We also provide access to and training on the latest, computer based, digital editing and sound recording facility.

Firstly the team decides on the key messages to be incorporated within the film and then selects a movie genre. They are then guided through rapid story-board and script development. Once they have an understanding of the detailed filming requirements, roles are allocated to individuals who then set about gathering the materials they need, or familiarising themselves with their responsibilities. Roles for crew members include:

- Director
- Producer
- Camera Operator
- Sound Engineer
- Film Editor
- Location Manager
- Props and Wardrobe manager
- Script Supervisor

Sample Schedule

- 9.00 Initial briefing from Team Coordinator/Technical Tutor
- 9.30 Select movie genre
- 9.45 Rapid story-board/script development
- 10.30 Define and allocate roles
- 11.00 Shooting begins
- 12.30 Lunch
- 13.15 Film continues.
- 13.30 Editing begins
- 16.00 Finishing touches
- 16.30 Team debrief
- 16.45 Movie Premier