



Create a Commercial



AIM: To write, choreograph and film a TV commercial for a fictional product. Combines the need for the team to think and work creatively, within a short period of time. Strengths and hidden talents are highlighted when the finished ads are screened at the end of the session.

FORMAT: Following an open discussion on what makes an effective commercial, training is given in camera operation. The teams are then given a variety of briefs for fictional products eg an everlasting ice cube! Over a 90-minute period they must write, perform and film their commercial in the knowledge that they don't have the luxury of time to edit out the mistakes. As the commercials are shown, each team is given an opportunity to comment on the production qualities, with parallels being drawn to real workplace issues.

ACTIVITIES:

- Creative script writing
- Sourcing of props
- Make-up
- Camera operating
- Acting

TIMINGS: Half or whole day

DRESS: Casual wear

COSTINGS: £1980 for up to 12 participants
£165 per additional participant
Facilitation, if required, is charged at £1050 (half day) or £1900 (full day)

Prices exclude VAT and travel