

IO1.C – VIDEO TESTIMONIALS

Each partner must produce 12 interviews with company managers presenting their successful stories. The interviews will be in national language with subtitles in English.

The interviews aim to underline the importance for companies, that human resources they are going to select and employ, have both the technical and professional skills to perform the specific task and the basic and transversal skills that can be acquired only by completing VET education, so to motivate students not to abandon their studies.

The interviews with successful Entrepreneurs will address the following themes:

- *Their personal and professional history*
- *Their educational and training path underlining the importance of VET education in their success AND/OR the difficulties they experienced because they left school early or they did not achieve good results*
- *The specific profiles that they need within their business and the skills/competences there are mostly interested in*
- *The personal characteristics and the transversal competences they take into account when selecting their staff resources*

Title of the video		
Name of the company manager		
Name of the company		
Economical Sector		
Country	<input type="radio"/> Italy <input type="radio"/> Lithuania	<input type="radio"/> United Kingdom <input type="radio"/> Greece <input type="radio"/> Spain
Contents	<i>Please produce an introductory text presenting the contents of the interview</i>	
Video	<i>Please indicate the link of the video uploaded on Youtube</i>	
Suggested Script	<p>Personal and professional history <i>Please describe your professional history, when you started working, when you founded your company, fundamental milestones of your career, initial expectations, successes and achievements, failures, lessons learnt etc.</i></p> <p>Educational and training path <i>Please provide information about your level of education, experiences, achievements and difficulties at school; which skills, competences and knowledge you acquired at school are/have been useful for your career; which difficulties</i></p>	



	<p><i>you encountered as you left school early; why education is fundamental for a successful career etc.</i></p> <p>Profiles and skills <i>Please outline the specific professional profiles that you need within your business and the technical ICT based skills/competences you are mostly interested in</i></p> <p>Transversal skills <i>Please outline the personal characteristics and the transversal competences you take into account when selecting their staff resources; what are the key answers you are looking for during interviews; what are the mistakes to avoid</i></p>
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Instructions for the video recording

While producing the video, please respect the following rules:

1. Be sure to use good video cameras in order to have HD quality
2. Pay attention to the quality of the audio
3. Use a tripod for the videocamera or be sure to put it in a stable position
4. While recording do not move the video camera and do not zoom in or zoom out (unless you are working with an expert)
5. The length of the video must be max 5 minutes
6. The speaker **must not read the text of the answers**
7. It's important to create a dynamic video of the interview with not only video of the person interviewed but with the location of the enterprise, or of the activities...with images or video related to the company
8. Insert and opening with the project title, interview title, name and surname of the interviewed and country
9. Insert a closure with:
 - Erasmus+ logo with disclaimer
 - WBL 2.0 logo and the project's number

