

## IO1.A – VIDEO INTERVIEW

*Each partner must carry out and record in his/her national language (with English subtitles) 12 video interviews with entrepreneurs/company managers/marketing experts on their expectations/needs*

*Please note that the main aim of the video interview is to provide the trainers with material to enrich their classroom activities and to provide students VET students, that are studying to become web designers and/or social media managers, with Work based learning materials to better understand what the expectations of companies are and with specific knowledge, competences and skills coming directly from the market.*

*During the interviews entrepreneurs/company managers/marketing experts, will be guided in describing in a real life business scenario how they foresee the company website and how they imagine the impact of a social media marketing plan for their enterprise. This will challenge the VET students to face an innovative learning environment in which they experience, without filters, what happens in real job contexts.*

*Project partners experts will involve at least 12 entrepreneurs/company managers/marketing experts asking them to describe through video interviews how they imagine the company website, (e.g. what are the expected technical solutions they needs, what is the foreseen graphical layout, what kind of e-business and customer care services they would like to implement etc.), what impact they expect from social media marketing strategies and the indicative investments they are keen to make for the purpose.*

*The interviews will address three thematic areas:*

- *Development or improvement of the company website*
- *Development or improvement of the visual identity of the company*
- *Development or improvement of the Social Media Marketing strategy*

Title of the lesson		
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>	
Name of the entrepreneurs		
Name of the company		
Economical Sector		
Country	<input type="checkbox"/> <i>Italy</i> <input type="checkbox"/> <i>Lithuania</i> <input type="checkbox"/> <i>UK</i>	<input type="checkbox"/> <i>Spain</i> <input type="checkbox"/> <i>Greece</i>
Contents	<i>Please produce an introductory text presenting the contents of the video interview.</i>	
Video	<i>Please indicate the link of the video uploaded on Youtube</i>	



<p><i>Interview suggested script</i></p>	<p><b>COMMON</b></p> <ol style="list-style-type: none"> <li>1. <i>Please describe your company and your role</i></li> <li>2. <i>Please describe the mission of the company and its products/services</i></li> </ol> <p><b>FOR Development or improvement of the company website</b></p> <ol style="list-style-type: none"> <li>3. <i>Please describe the actual company Website and how you would like to improve it</i></li> </ol> <p>OR</p> <p><i>Please describe what are your expectations with reference to the new Website</i></p> <ol style="list-style-type: none"> <li>4. <i>What kind of e-business and customer care services you would like to implement?</i></li> <li>5. <i>What are the expected technical solutions you need?</i></li> <li>6. <i>How much would you be ready to invest?</i></li> </ol> <p><b>FOR Development or improvement of the Social Media Marketing strategy</b></p> <ol style="list-style-type: none"> <li>3. <i>Is the company already using Social Media?</i></li> <li>4. <i>What is the key message you want to transfer?</i></li> <li>5. <i>What are your expectations towards the use of Social Media?</i></li> <li>6. <i>What impact you expect from social media marketing strategies?</i></li> <li>7. <i>What are the mistake you want to avoid?</i></li> <li>8. <i>How much would you be ready to invest?</i></li> </ol> <p><b>FOR Development or improvement of the visual identity of the company</b></p> <ol style="list-style-type: none"> <li>3. <i>Does the company already has a Visual identity? Are you satisfied?</i></li> <li>4. <i>What would you like to improve?</i></li> </ol> <p>OR</p> <ol style="list-style-type: none"> <li>5. <i>What you expect from the company visual identity?</i></li> <li>6. <i>What is the message/mission you want to transfer?</i></li> <li>7. <i>What are the mistake you want to avoid?</i></li> </ol>
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<p><i>Real life case scenario learning object</i></p>	<p><i>Each partner, for each video lesson, should make available a real life case scenario learning object.</i></p> <p><i>The real life case scenario has the aim to enrich classroom activities, to challenge students and help them to build specific knowledge, competences and skills.</i></p> <p><i>It must be related to one of the specific issues addressed within the video and help the trainee reflect and react to the requests expressed by the company.</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 between max 5 minutes
6. The speaker **must not read** a predefined script, but act as in a real case scenario
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, services/products, existing website/visual identity etc.
8. The interview will be summarized in English in order to be translated and subtitled.
9. Insert an opening with the project title, interview title, name and surname of the interviewed and country
10. Insert a closure with:
  - Erasmus+ logo with disclaimer
  - WBL 2.0 logo and the project's number.

