

# PUBLICITY STUNT



## **Discover how you your team of colleagues can adjust to changes, to stress and to competition!**

Your guests will be put under pressure in order to create 3 thirty second long publicity videos on specific subjects!

### ***Who will be the director, the cameraman, the writers and the actors?***

In 90 minutes, the teams must have completed a publicity video. The teams will receive the information little by little in order to add an element of competition and stress. A final presentation of the end product as well as a discussion will determine if the goals were met.

### ***Who were the leaders? Who had great communications skills? How were the tasks distributed? What is a real team work?***

Including staff, equipments (cameras, projector, sound system), group discussion leader, stress and fun !

This exercise may last the time you would like to.

A minimum of 120 minutes is required and a maximum of 210 minutes according to the number of guests.

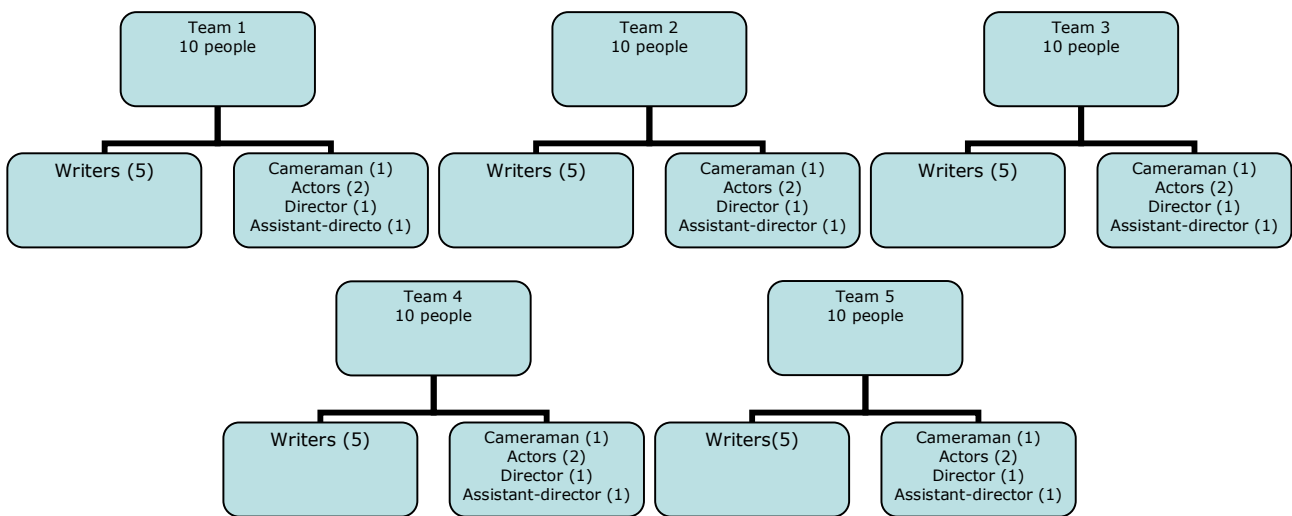
### **Steps for 50 people :**

1. Creation of 5 team of 10 people. Participants will have to find who will be the 5 writers and the 5 members of technical team. The two sub-teams will be divided in two separate rooms.

2. The writers will have 30 minutes pour create 3 publicity videos on a precise object.  
The technical team will have 30 minutes to study the equipments.

3. After 30 minutes, only the director will be authorized to come visit the writers. He will have only 2 minutes to learn everything about the 3 publicity videos created on paper.

4. The director will have 30 minutes with his team to shoot the 3 publicity videos.  
Meanwhile, the writers have to create a presentation for their publicity videos... even if they haven't seen it!



5. After 30 minutes of shooting, the technical team come back in the room with the final result.  
The writers make their presentation and we take a look at the publicity videos.

### **Material used :**

- High Digital Quality cameras
- Digital Cassettes (client gets to keep)
- Stop watches
- Claps
- Projector and screen
- Sound system

### **Resource person :**

- 1 presenter
- 1 technical advisor