

Making Your Green Gown Award Video

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Webinar outline

- Introductions
- Video making process at Brighton
- Top tips!
- Using the template – please download.
- Q&A



Intro

- My GGA video making story, two years involvement
- Introduce yourselves
 - What institution are you from?
 - Have you made a GGA video before?
 - Will you be making any this year?



Video making at UoB

Considerations & plan of action!

- Limited budget
- Student involvement?
- Marketing & Comms – plenty of warning!
- Meeting with videographer
- Write video outline, using GGA application
- Film!
- Edit, approve & send off



Top tips!

- Identify your budget
- Use your contacts within the university, including M&C and students!
- If you have limited time, don't make the video yourself – get someone else to do it!
- Meet with the person producing the video, before you start shooting. You can discuss the style, timelines and expectations.
- Use a template to outline the video content, locations/ backdrops and if you can use any existing material, & use your application for content. (identify key points)



Top tips continued

- Don't be afraid to write what you want people to say, and talk it through to estimate on timings.
- Share the template and copy with those being filmed and get them to read it before the filming process begins – they will be more comfortable & you'll save time.
- Listen to the pros and be flexible with locations/ settings.
- Provide whoever is making the video with the things they need e.g. Green Gown images & the info sheet



Template

Green Gown Award video structure planning
 University:
 Award title & length of video:

Key theme & footage/ images	Speech (person & copy)	Length of section
e.g. Landing page Green Gown Logo & Award Title	none	5 seconds
e.g. Intro VC introducing sustainability strategy	(Debra Humphris) Sustainability is a core value of the university, as reflected in the new University Strategy, which outlines our commitment to further embed sustainability into all our work across the institution.	10 seconds
		Total time:



University of Brighton
Green Gown Award 2016 video structure
Continuous Improvement: Institutional Change

Key theme & video image (from last year's video)	Keep/ update/replace/ new	New speech
Landing page Green Gown 2016 image UoB logo Continuous Improvement: Institutional Change	Update with new logo & award title	none
Intro Abigail talking in front of Checkland building	Replace AD keen to replace this with new footage of her. Swap order of Abigail & Debra.	<i>(Abigail Dombey)</i> This commitment has been shown through the development of the Environment Team in Estate and Facilities Management, the establishment of the Carbon Management Programme Board and the adoption of a number of sustainability policies & strategies across the university.
University Strategy Debra Humphris speaking	Replace with Debra Humphris footage.	<i>(Debra Humphris)</i> Sustainability is a core value of the university, as reflected in the new University Strategy, which outlines our commitment to further embed sustainability into all our work across the institution.
c-change Lucy talking with travel stall behind with smoothie bike	Keep last year's	
Reducing carbon footprint Abigail speaking in front of Checkland	Replace with new AD footage.	<i>(Abigail Dombey)</i> Despite an increasing estate we have worked to reduce our carbon footprint, through implementing a number of carbon reduction initiatives.
Building Management system Cockcroft	Keep last year's	
Whole life costing	Remove	
LED lighting Aldrich library lighting	Keep last year's but stop after LED lighting.	
Solar panels Abigail in front of solar panels in Falmer	Replace with new images of Falmer PV and Abigail talking about the panels.	<i>(Abigail Dombey)</i> In January 2016 we installed 663 solar PV panels at our Falmer site and more recently 230 at our Varley halls of residence.



Your
questions
please!

