

“PROFESSIONAL DEVELOPMENT”

**HPMF5012 – Assessment Component 2
Written Report.**

YTÛPOETH

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Y TÛ POETH

ABOUT AND BACKGROUND.

BACKGROUND

Y TÛ Poeth is an initiative intended to bring the work experience element of our Professional Development Module under a type of internal control. As well as offering students' roles that would relate and can be fitted around pieces of coursework for other modules in a unrealistic tight timeframe for example, reading week, it also provides students with a illustrative business model we will do at Level 6 for our Entrepreneurship module.

ABOUT

Y TÛ Poeth is described as a "virtual" digital agency and a film production company in which we as students (UWTSD Filmmaking) will use to create promotional content at a high quality. As students it offers us the chance to develop our professional Portfolios and then apply our experiences and existing skills to live briefs and have the opportunity to learn new skills by working collaboratively in a professional Environment.

By succeeding in the brief, we have been set it will fulfil the requirements for the coursework needed for the Professional Development Module that we are sitting. It will also give us the

opportunity to add Professional experience and achievements to our CV's which we created for coursework at the beginning of the module.

As students we were unanimous in accepting the welsh identity which we proposed for the firm. This was because it fit within the university's values and therefore our own.

If our initial experiment proves successful, we like the idea that Y Tŷ Poeth could be incorporated as a legal entity, then in the longer term we would like to expand the business further and offer it's services to external business clients with commercial terms where we will then become based at Yr Egin.

INITIAL BRIEF

The Filmmaking and Adventure Filmmaking courses at Carmarthen are undersubscribed. As a class we sat down and discussed why this was the case, then moving on to discuss why a group of our classmates went on to move to another filmmaking course at a different university.

As a group we considered the positive developments that the creators of the course had implemented this year, using the suggestions we brought to student voice meetings last year. We made a split pros and cons list of the advantages and disadvantages of studying in on the filmmaking course in Carmarthen, where we then defined a unique selling point (USP).

We believed that there were certain advantages for our small classes, The group work opportunities mean that we always have a group we can get on with and turn to when we need crews etc, as well as the opportunity to team up with students in other year groups. There is also the opportunity to have tuition from inspiring industry professionals, enthusiastic academics and have more opportunities to have one-to-one tutorials with our lecturers and course directors. When discussing this with our course mates in adventure filmmaking, they were eager to talk about the location of

the course and the host of opportunities in the vicinity. They also get to work closely with the Outdoor Education students at the university, taking part in the activities in which they do and documenting it. Last year for example over the course of our health and safety module we got to do water safety, in the Towy river, and mountain biking in Brechfa forest. We were supplied with all of the kit and equipment we needed. Carmarthen is also building up more and more each year, with winter wonderland, Y Egin and new businesses opening, we have the chance to be part of something that's growing. This means that as students we are getting the opportunity to have real life industry experience more often as there aren't as many of us.

We moved on to discuss the open days, and how the enthusiasm of Brett the course director, and the technical proficiency he had was a key factor in us choosing the course and studying in Carmarthen. However, the promotional material was simple, corporate and overall rather uninspiring. There was too much emphasis on the buildings very little emphasis on the processes of actual filmmaking and lacked creativity. This is something as a group we were eager to improve opening the university to more opportunities for new students and the course itself.

By working collaboratively, as students we can come up with an undergraduate recruitment campaign. By conceiving, developing and then executing it. It will be aimed at creating interest in the course and leave students wanting to find out more about courses at UWTSD Carmarthen amongst a tightly defined target market. We have the opportunity to use our own experiences in making the campaign as this is because this was us, looking for university courses, two years ago.

We want the campaign to include a call to action, A piece of content that is intended to induce a viewer, taking the form a instruction or a directive, for example, "Click here", which will initially be intended to generate applications for the open day which is taking place on campus on the 29th February. The number of applications which are generated by the campaign will be a good measure of it's

effectiveness. One of our objectives is to develop and clearing in order to achieve a full, gender balanced and therefore more diverse student intake in 2020.

We analysed social media campaigns from other welsh university institutions offering film and media courses, like The University of South Wales, Cardiff University and the film and television schools at Aberystwyth.



They followed an interview style with the insertion of clips of the university and its facilities spread throughout. None of them are very long 2-3 minutes maximum, They also include a logo for the university throughout constantly positioning it into the viewers mind where that university is and what they do.

We then looked at universities further afield such as Bournemouth and Bristol Universities, The London Film School, The London Film Academy, Central Film School, Met Film School and NFTS (The National Film and Television School) in Beaconsfield and Leeds.



Very similarly to the welsh campaigns that we watched, they had a very similar set up with an interview, insert shots of the facilities. There is also the similarity of the colour purple throughout the trailers for both Aberystwyth and Bristol UWE, As well as the end slates with the white background and the universities logo at the end.

Coming up with a project plan, we discussed a various range of approaches to the marketing campaign. Settling on producing a range of short films with a duration of thirty seconds to a minute. There will be a very straightforward call to action: STUDY FILMMAKING AT CARMARTHEN. These clips will consist of interviews with both staff and students, talking about their experiences within the university and the course. Lecturers will also talk about the modules they teach and what they entail. It will also consist of behind the scenes footage of filmmakers and the activities we film, giving a realistic view to audiences of what the course includes. There will also be clips of the campus and Carmarthen itself. Including student halls, Carmarthen's landmarks etc.

We would also potentially like to include viral content for specific social channels. There will also be viral's showing mastery of the medium, such as explaining aspect ratio to help people understand how to film events with a smartphone, showing they don't have to use expensive equipment. We planned to complete the first batch of these films by the end of the semester.

We created graphics to be placed over the top of the footage that will have a 16:9 Aspect ratio. They include the universities logo as well as the Y Tŷ Poeth Logo, they also have "Filmmaking Carmarthen" encouraging viewers to know what they are watching



and how they associate with it. We Have also incorporated the colour Purple into it working with the running theme of the other universities marketing campaigns.

We came up with a multi-cam set up crew.

- Camera OP (1) – Ieuan Whittaker
- Camera OP (2) – Tom Slinger
- Sound – James Owen
- Interviewer – Georgia Thomas
- Director – Joseph Bannister
- 1st Assistant Director – Dean Cropper

In making the clips I was too take the role of interviewer, unfortunately due to some unforeseen circumstances I was unable to partake in the activities. After breaking my leg in May, I let it get the better of me and because of it my mental health declined as physically it was hard for me to take part in the activities that I wanted to. After discussing with my lecturers, I had the chance to get back on track, after these meetings I spoke with my classmates and was able to still be involved, giving ideas and talking over the WhatsApp group we created to discuss Y Tŷ Poeth. My classmates helped me to stay involved while still sitting out of the physical activities.

We came up with a list of the proposed promotional films. Starting with the Adventure Filmmaking Course, and how we would push the advertisements for it.

1. Adventure Filmmaking Student (Sebastian Roberts)

- *Interview with Seb, asking about the course, what he likes about it, How it's helping with his career in film and photography.*
- *B-roll (Behind the scenes, Footage) of Seb filming in Margam Park*
- *Use of Seb's Videos and editing in the actual marketing video.*

2. Adventure Filmmaking Tutor – (Geraint Radford)

- *Interview with Geraint (10th December @ 12.00)*
Talking about his successful career in macro photography outside of the course and how he uses his industry experience to help students. How he's teamed up with Olympus and Carmarthen Campus for Kit.
 - *B-roll (Behind the scenes, footage) Of Geraint teaching the adventure filmmaking students at Margam Park.*
 - *More Clips of Geraint teaching Lectures and showing his photographs, these will also be showed in the clip, especially his award winning pictures.*
3. *Adventure Filmmaking Tutor - (Dave Welton)*
- *Interview Dave, Talk about his industry experience, how he then uses that experience to help students. What his role is within the course, How he'd like to improve the course for his students.*
 - *Clips of Dave teaching students, Helping them in class etc*
 - *On location filming in Pembrokeshire using B-roll clips from the adventure Filmmaking expedition to Skomer Island last term.*
4. *Filmmaking Tutor – (Helen Minghella)*
- *Interview Helen, Talking about her industry experience, how she then uses that experience to help students. What is her role within the course?*
 - *Clips of Helen teaching students about scripts and script writing. As well as clips of her assisting students.*
 - *Short interview with Dean Cropper, talking about how Helen's helped him too develop his script.*
5. *Filmmaking Student – (Ieuan Whittaker, 2nd Year)*
- *Interview with Ieuan, talking about the course, how he's developed on it.*
 - *Capture Behind the Scenes footage of Ieuan's Film.*
 - *Use of Ieuan's film for the marketing material.*
 - *A separate interview of Ieuan on set, talk about how his films going, how he plans to continue with it.*
6. *Filmmaking student – (James Owen, 2nd Year)*

- *Interview with James, talking about the course, how he's developed on it.*
 - *Capture Behind the Scenes footage of James' Film.*
 - *Use of James' film for the marketing material.*
 - *A separate interview of James on set, talk about how his films going, how he plans to continue with it.*
7. *Filmmaking Student – (Amy, 3rd Year)*
- *Interview with Amy, talking about the course, how he's developed on it. (6th December)*
 - *Capture Behind the Scenes footage of Amy's Film. (10th December @ 11am)*
 - *Use of Amy's documentary for the marketing material.*
 - *A separate interview of Amy on set, talk about how her filming is going, how she plans to continue with it.*
8. *Filmmaking Tutor and Course Director – (Brett Aggersberg)*
- *Interview Brett about the course, each of the year groups work etc, (date TBC)*
 - *Clips of Brett – teaching first years. Working with them on set etc*
 - *Short interview with one to two first year students, about their first impressions of the course, what they are doing in the current module that they are doing, use clips of their work, and BTS.*
9. *Filmmaking Equipment Technician – (Dan Bailey)*
- *Interview with Dan (3rd September @ 10am) talking about kit and how students have the opportunity to lend it out and use it for their coursework.*
 - *Clips of Dan in the storeroom, Organising Kit, showing a student how to set up a camera, filling out paperwork.*
10. *Filmmaking Tutor – (Matt Jones)*
- *Interview Matt about the course, his role within it, how he works with students (Date TBC)*
 - *Clips of Matt – teaching first years. Analysing a film, showing students how to pull it apart.*
 - *Short interview with one to two first year students, about their first impressions of the film analysis art of*

the course, what they are doing in the current module that they are doing.

11. About Carmarthen – 1st Year

- Interview discussing with a student why they chose Carmarthen, comparing them to other universities, and how they ended up choosing this one.*

12. Student life – 1st Year

- Clips of accommodation, students voiceover talking about it, students working in their rooms etc*
- Course and Modules*
- Clips of the facilities for students including the library, The Quad, Y Llofft and Y Egin.*

MEDIA

Our plan is to use these short films, as paid advertisements on social media, using the official University of Wales Trinity Saint David Filmmaking accounts. They will be scheduled to be posted consistently on these social media fields ensuring that the audiences we want see our content. We then want to point all our prospects to an event web page. We will put a lead capture form in place to point all our prospective students to sign up for the open day, we can further our advertisement campaign with the information we take by using it and targeting them in an email campaign to increase the conversions.

We discussed that given that a Google search for “filmmaking courses in Wales” lists UWTSD third below a paid for result from Bangor University and a result from USW, it would probably be unproductive to advertise with Google unless we wanted to compete with the London film schools in recruiting from all over the UK.

Looking at the course, we feel that students are most likely to be reached using social media platforms like Instagram, Facebook and YouTube. These are all places in which the course already has accounts with a following to advertise on, our goal is to broaden this following by pulling in more students to the course.

All three channels will allow us to test a range of different approaches in terms of targeting. Our Target audience will firstly be people aged 17-20 years old who have an interest in filmmaking or photography, within Pembrokeshire, Carmarthenshire, Ceredigion, Swansea, Neath Port Talbot and Powys.

Given that the total population who would be interested in film within these areas is relatively small, we may wish to try extending our targeting to include interests in relatable pastimes such as film, documentaries, storytelling, extreme sports etc, and extend our reach to the counties along the Welsh border.

To further the concept of Creative Carmarthen, it seems sensible to begin testing the campaign with impacts concentrated in Welsh speaking areas with this we can push job and experience opportunities with S4C and Y Egin. Given that the focus of the campaign is a call to action rather than simply about raising awareness, bids per play or per action are likely to be the most cost-effective media buying strategy.

With paid advertisement we are going to have to be selective in our audiences in order to take advantage of it. By strategically targeting audiences we have the opportunity to highlight exactly who we'd like to see the content we are putting out. With a variety of short videos, thought out advertising and marketing and well-planned posts. The aim we would have is for the university to have a return on the investment they put it in to pay for advertisement by having an increase in students registering for the open day which is taking place in February.

APPENDICES:

Professional Development. /

Georgia Thomas 1800988

PROFESSIONAL DEVELOPMENT

24/9/2019

Started the lecture with an introduction to our external lecturer for this Term, Martin Wilding. He has a vast range of experience within the industry working with companies such as Sky.

He has also worked on shows such as The Premier League and The Moto Grand Prix. He also worked with a team writing a film for Brad Pitt.

Martin.wilding@gmail.com
Use this to contact Martin with any thoughts or queries you may have regarding the module...

We also went over what we will cover over the course of the module, including lectures, placement, one to one tutorials and the course work assessments that will be due at the end of each section.

By the 29th September have an updated CV and a list of placement ideas together.

See next two pages which are extracts from the module handbook, for complete details of the module.

PROFESSIONAL DEVELOPMENT

HPMF5009

20 Credit Module

Tutorial: Tuesday 2-3pm Room TL9

Lecture: Tuesday 15.00-17.00 Room: TL12 (Mac Lab)

Module Coordinators:

Mr Martin Wilding

Dr Matt Jones

(Room: Staff Office; email: matthew.jones@uwtsd.ac.uk)

SYLLABUS:

Lectures will introduce students to the professional requirements of the Creative Industries, to the need for a professional Curriculum Vitae, and will develop their understanding of working for, or applying to, a media organisation. Workshops and tutorials will develop an understanding of the requirements of a creative industries placement/professional pitch and will guide students through the creation of a focused report on each stage of the professional development activity. The work placement/professional pitch will give students an opportunity to gain experience in the professional codes, practices and processes of their chosen media field, and to reflect upon their own skills.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning		
TOTAL	200	100%

For those students undertaking a professional pitch rather than a placement, the work will be replaced by a practical project of an equivalent length, appropriate to the nature of their pitch.

MODULE AIMS:

- To introduce students to the processes involved in finding and developing film and media work within an organisation and prepare them for the workplace.
- To develop an awareness of contemporary practices within the creative industries and of individual responsibilities appropriate to a professional role.

LEARNING OUTCOMES:

Upon the successful completion of this module, the student will be able to demonstrate the ability to:

- Demonstrate a personal and professional skills audit in relation to their work placement or professional pitch and identify their skills gaps;
- Develop identified work-related skills through practice and engagement with industry;
- Critically reflect on their production skills in a 'real world' scenario and evaluate their performance throughout the work placement or professional pitch.

CONTENT:

Students will produce a covering letter, professional CV and web profile to send to the company which will be hosting their work placement. The work placement will be arranged through consultation with student, staff and the company concerned. While on the placement, students will engage with the demands of the workplace in their chosen field of industry. The placement should last no less than 40 hours and no more than 80 hours.

-

- Those students for whom a work placement may not be practical or possible will prepare a professional pitch to an appropriate company, including a covering letter, professional CV and web profile, and a project completed specifically for the module relevant to their chosen field and company. The completed work should showcase the skills and potential of the student to be employed within their chosen sector of industry.
- Through engagement with the contemporary creative industries, students will understand the skills requirements for their chosen professional field.
- Students will develop the content for a Creative Industries focused CV and covering letter to their chosen company.
- Through work placement activities or professional pitch, students will develop an understanding of how the professional workplace functions and gain an insight into effective professional practices.
- The writing of a report on their experiences whilst at the company, or producing work for their pitch to a company, including a reflection on the feedback from their company, will develop independent reflective learning practices and will enhance students' professional development, particularly in relation to recognizing the demands of employers.

TRANSFERABLE SKILLS:

Report writing, practice related skills, engagement with professional production practices, oral expression, research skills, organise and manage a directed project, communication, evaluative skills, deliver work to a specific brief and format, initiate and realise creative work to appropriate practices.

PROFESSIONAL DEVELOPMENT

1/10/2019

CV and Cover Letter Writing

2 YouTube video Examples:

- How to write a Good CV - <https://m.youtube.com/watch?reload=9&v=PTbyvLQqTR4&feature=youtu.be>

- 5 steps to an incredible Cover Letter - <https://m.youtube.com/watch?v=mx0li8laZos&feature=youtu.be>

One to one Tutorial on what you would like to do career wise. Organise a one to one appointment with either Martin or Brett in regards to what to do for the placement as still on crutches.

You can make a portfolio/ business plan on what your company will become or what you would like it to become in the future.

Overleaf is the first draft of my CV sent to Martin.

Curriculum Vitae

Personal Details	
Surname: Thomas	First Names: Georgia Alexandra
National Insurance Number: PG 31 87 10 C	
Address: 398 Heol Las Close Birchgrove Swansea Sa7 9dp	
Date of Birth: 14.06.2000	
Mobile Number: 07972 494879	
E-mail: georgiathomas012@gmail.com	

Personal Profile

I like to see myself as Hardworking, well presented and an extremely motivated Person. I am efficient, conscientious and very professional when it comes to work, I have excellent communication skills and deal very well when it comes to speaking with the public. I work well in a team and individually as I'm a very sociable person who is easy to get along with.

In the future, I wish to fulfill a career creating within media and film. Expanding my photography business.

Education

Schools Attended:

Ynystawe Primary School

Birchgrove Comprehensive School

Neath Port Talbot College

University of Wales Trinity Saint David

Subject	Date	Grade
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GCSE English Language	July 2016	B
GCSE English Literature	July 2016	A
GCSE Mathematics	July 2016	C
GCSE Welsh	July 2016	C
GCSE Media Studies	July 2016	B
GCSE Music	July 2016	B
GCSE History	July 2016	B
Welsh Baccalaureate PRE-16 INT	July 2016	P
A level Media Studies	July 2018	A
A level Drama	July 2018	C
A level Film Studies	July 2018	A

Work Experience:

I waitressed in The Castle Hotel in Neath from November 2017 to September 2018. While there I worked through many skills. Including Customer Service, managing and handling money, teamwork and organisation. Although this was a part time job I am thankful for the skills I learned before going to University.

Every year since July 2016 I have volunteered and shadowed professional industry producers for two days at The Royal Welsh Show with Boom Cymru. While at first I have just shadowed and watched over the past

three years I have been able to broaden my skills by radioing results to the people doing the English Commentary for the S4C live stream. As well as shadow the Director and editors in making the final programmes for evening broadcast. It has given me a real insight into the industry and I've realised how fast paced and how many deadlines there are to keep within the industry.

Whilst at university I have had the opportunity to work with professional companies in film and photography. We got to do a promotional shoot with The Pembrokeshire Fire Spinners. A professional photo workshop with Photographer Ross Grieve. I also worked alongside a classmate being a studio runner in Yr Egin for the "Jonathon" show broadcasted on S4C. We worked alongside the producers to organise the audience and make sure everyone was where they were meant to be.

In December 2018 I started my Photography Business "Georgia Thomas Photography" whilst studying BA filmmaking in University. Part of my business is professional headshots, family portraits, Pet photography and more. Whilst recovering from a leg injury I worked on my business from home, building a professional website and a plan of upcoming work. Including videography.

From March 2019 I've been working as a photographer and been doing the Social media marketing for The Dog and Piano. This has given me the opportunity to expand my skills and work on my photography business. It's broadened my understanding of

programmes such as Adobe Lightroom and Photoshop. As well as managing my time and understanding what customers would like as well as social media peak times for advertisement etc. I have also broadened my customer service skills by being able to approach and talk to customers this overall has helped with my confidence.

Achievements: During my time in Birchgrove i was both an Assistant Head Girl and a Senior Prefect. I performed in the annual school concert for over four years, performing Individually and alongside a group,I have done this by singing and dancing. I filmed, edited and starred in a Multimedia production called "THINK BEFORE YOU DRINK!" This was entered in the Road Safety Wales' 2015 All Wales Multimedia Competition. It was placed as the overall National Winner as well as the Winner for South Wales, winning £1000 for my school.I was also a Restorative Practise Ambassador where I used to weekly coach a pupil with their schoolwork, friend related problems and problems at home. I was also a member of the eco-school committee and form representative in the School Council for the past two years.

Outside of school i had a very successful competitive career with my horses, qualifying and being placed within the top 3 at The Horse Of The Year Show. This is an achievement that I am immensely proud of.

Whilst at University I have had the opportunity to achieve my level 3 outdoor first aid award. This means I am fully qualified to be the first aider on sets and within the workplace.

Hobbies and Interests: I have many hobbies and interests; these include Media and Film as well as competing with my horses.

Outside of classes, I have a passion when it comes to caring and competing to an exceptionally high level with my horses. Along with my family I am part of the 'David Thomas Show Team'. We are a small private yard that produces and trains ponies to a top level within the show ring. This also means I contribute to the work at the stables and around the shows and put a lot of effort into help achieve our exceptional results.

I have a very strong passion when it comes to Media and Film. I love to produce and create my own short films and videos. I post these alongside music covers on my YouTube Channel. I have also taken part in singing competitions, in which i have gotten through to the semi-finals of Swansea-Idol.

Photography is not only a job for me but also a hobby. Through starting my own business I have been able to focus on a niche style which clients tend to come to me for for their headshots. I am expanding my portfolio all the time experimenting with different types of photography to broaden both my knowledge of my equipment but also what the customer likes.

References:

Mr David Moore
(Owner of The Dog and Piano)

84 Llandeilo Road.

Upper Brynamman

Ammanford

Carmarthenshire

SA181BG

Mr Marc Jones

(TSG Events)

Flat 1, 27 Picton Terrace.

Picton Place.

Carmarthen.

Sa31 3BS

PROFESSIONAL DEVELOPMENT

8/10/2019

YouTube video Examples:

-The filmmakers army - crash course in film production (3) -
[YouTube.com/watch?v=IpAHZJc5In0](https://www.youtube.com/watch?v=IpAHZJc5In0)

To complete the module:

- A Professional CV - 25/10/2019
- An introductory cover letter to accompany your cv to send it to potential placement companies - 25/10/2019
- A Professional Web Profile - 25/10/2019
- A document that details the predicted outcome of your expected professional placement. - 25/10/2019
- Complete a placement or produce a pitch - 1/10/2019



SCREEN
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WALES®

WORK SHADOWING
APPLICATION FORM

Please retain the original copy and return the copy with supporting documents to info@screenalliancewales.com

1. PERSONAL DETAILS

Forename(s) (in full): Georgia Alexandra

Surname: Thomas

Permanent Address: 398 Heol las close,
Birchgrove, Swansea,

Correspondence Address: Archbishop Nooker 3,
Flat 3,
Uwtsd campus
Carmarthen

Postcode: SA7 9DP

Postcode: SA31 2EP

Mobile Number: 07515 921114

Email Address: Georgia.thomas1012@gmail.com

I can confirm that I am over 18 (delete as applicable)

Yes/~~No~~

Are you able to drive? (delete as applicable)

~~Yes~~/No

Do you have a disability or additional need(s)? (delete as applicable)

Yes/~~No~~

If yes, do you have access to a vehicle? (delete as applicable)

~~Yes~~/No

Do you have any medical conditions? (delete as applicable)

~~Yes~~/No

If yes, what is the nature of your disability/medical condition?

Tibial Plateau fracture to my right leg.
requiring me to be on crutches

Special needs or support required as a consequence of any of the above: N/A

Do you have any criminal convictions? (delete as applicable)

~~Yes~~/No

If yes, please give details, including nature of offence

--

4. REFEREES		
Please provide the name and contact details for a minimum of one, and maximum of two referees. If you are a current student at least one must be a current tutor or lecturer who can account for your academic capabilities and attendance record.		
Name of referee:	Name of referee:	
Post/Occupation:	Post/Occupation:	
Name of School/College/ Organization:	Name of School/College/ Organization:	
Address:	Address:	
Telephone Number:	Telephone Number:	
Email:	Email:	

5. GDPR CONSENT
I consent to you keeping my information on file and distributing for employment purposes <i>(delete as applicable)</i>
Yes/No
How did you hear about the shadowing opportunity?

PROFESSIONAL DEVELOPMENT MODULE

PROFESSIONAL PRACTICE

The second half of the Professional Development module will be devoted to building your professional practice, enabling you to apply the skills you've already acquired by participating in a virtual advertising agency/commercial film production company.

Your placement in the virtual agency/production company will result in a portfolio of work that may be submitted in addition to, or as an alternative to, your planned work placement at the end of this semester.

It will give you the opportunity to work as a member of a professionally led creative and production team tasked with implementing a live project.

Your placement will add work experience and new achievements to the professional CV that you produced in the first half of the module.

PROJECT

Our client is the University. Our brief is to produce a campaign that promotes both the Filmmaking and Adventure Filmmaking courses.

Our target market is people like you two years ago, people who have an interest in film and/or digital content creation who might be thinking about a career in film and/or digital media.

Specific objectives are to:

- build awareness of the courses and the unique opportunities offered,
- create interest in studying filmmaking at UWTSD in Carmarthen,
- generate responses from potential applicants for the 2020/21 intake.

A measurement of the effectiveness of the campaign will be the level of interest generated in attending the next open day in February 2020.

RESOURCES

Our virtual agency/production company will have access to:

- the department's resources (equipment and facilities) for the creation of promotional content,
- office accommodation and administrative support at Yr Egin,
- the official Film and Media Carmarthen social media accounts.

The cost of paid-for media will be drawn from an official marketing budget.

Marketing Campaign – Filmmaking & Adventure Filmmaking Open Day 2020

Planning Meeting: 12/11/2019

Present: James, Joe, Georgia, Martin, Tom

We discussed ideas to create a marketing campaign for our client, UWTSD (University of Wales Trinity St David) Carmarthen. The purpose of the campaign is to increase the number of delegates for their next open day in February 2020.

Beforehand, we researched the competitors existing marketing campaigns. Royal Academy of Dramatic Art, University of South Wales & UWE Bristol. All of these campaigns have content on Youtube, Twitter, Instagram & Facebook.

Project Plan

We've discussed various approaches to the marketing campaign, and we've settled on creating a number of short 30-60 second videos. This will consist of bts from student short films, planned interviews with both students & staff, and possibly some viral content for specific social channels.

These will be consistently scheduled to the client's social media feeds to ensure our audience sees our content. Then point all our prospects to a event web page. We'll have a lead capture form for prospective students to sign up for the open day. With this information, we can then target them in a email campaign to increase the conversions.

We need to be selective in our audience too and can take advantage of paid advertising. With strategically targeted audiences we can highlight exactly who we'd like to see our content. With a variety of short videos, thought out advertising & marketing, our client will have a return on their investment with an increase in students registered for the February Open Day.

Next Steps

For our next meeting, we need to discuss and implement some further planning to keep our project within budget & in time. It would be great to have more input from our team on how we can execute this marketing campaign well.

Things to discuss next week:

- ☐ Name for our Marketing Agency
- ☐ Strap line or slogan for our campaign
- ☐ Create a timeline or gannt chart for our project
- ☐ Budget for marketing campaign
- ☐ Research style and creative vision for campaign

INT.

INTERVIEWEE

I'm Martin Wilding. I teach Professional Development and Entrepreneurialism... Professional Development in your second year involves auditing your skills and achievements, considering how they relate to your future employment or professional practice and how to pitch yourself and your ideas to potential clients or employers. It involves industry placements and job shadowing, or working on live briefs at Y Ty Poeth, our in-house commercial production company. Filmmaking is generally a collaborative process. We work in small groups with plenty of one-to-one tuition, and we learn by making in a professional environment instead of learning by rote in lecture theatres... Entrepreneurialism in your third year involves building on the theoretical and practical work you've done in your first and second years to develop your talent, skills, achievements and ideas into business opportunities... To find out more come along to our open day... I look forward to working with you.