

Video CV Script



BMTP5014(Changemakers - Building a Personal Brand
for Sustainable Employment)

By Sam Goodfield 2000621
20th Oct 2022

Section #1 - Introduction.

We have been asked to generate a video CV, consisting of a script and a video worthy of distribution to potential employers. In this document, there will be a link to the video, and a typed script. For ease of presentation, the script will be compartmented into sections relating to each scene within the video.

Section#2 - Linkedin Profile

My linkedin profile can be found at: [linkedin.samgoodfield.uk](https://www.linkedin.com/in/samgoodfield) alongside my website at: samgoodfield.uk

Section #3 - Script

Introduction

Born in the outskirts of the Cotswolds in a small village called Oaksey, I'm a motivated, friendly and enthusiastic leader with a passion for the events and leisure sectors. I'm curious and consistently interested in learning something new. Further to those skills, I'm entrepreneurial and passionate about business, including running my own support business, Dot Group, which now incorporates the event website, thedepartmentofevents.com.

Passion for events and leisure

My passion for the events sector started at a very young age, when working with a local dance company, Minety Dance Theatre School. This led on to me joining, and eventually managing the technical production team at secondary school. Once i'd left secondary school, through networking I attended and worked my first music festival, WOMAD.

Work

I left Malmesbury School in 2016, heading straight for the business environment, working at a local marketing agency called WMC Agency, where I embarked on a creative and digital media apprenticeship. During this time, I learned very quickly the fundamentals of business operations, marketing and extended my knowledge of digital media. In 2017, WMC agency changed its name to SquareDuck, and there I started an apprenticeship in Marketing. Later that year, SquareDuck fell into administration, and closed. I moved to a company called Foundation and Co, and completed my marketing apprenticeship, and continued working at Foundation and Co where I further developed my skills in marketing.

Furthermore, during my time at SquareDuck and Foundation, I developed my own Brand, The Dot Group to focus primarily on events management and Consultancy, over providing technical support services.

Following my passion for live events, I decided to apply to study events and festivals management in Swansea at UWTSD.

At UWTSD, I gained further experience and academic knowledge in the events sector from here, opening many opportunities in the leisure industry. COVID lockdown was a considerable learning experience too. It helped me to see the bare bones of the leisure sector, and how close knit the community working in leisure, hospitality and events are. Additionally It gave way to various organisations' research into the leisure sector, allowing me to gain further insight into the leisure industry. Being a member of the Night Time Industries Association allowed me to see first-hand the damage caused by the COVID measures. It allowed me to be involved in the remediation of the leisure sector.

In 2022, I decided to complete a festivals circuit, working at multiple festivals all over the UK, which allowed me to gain experience in the post-pandemic events sector.

In September 2022, I started a new position at ATG's Swansea Arena venue as Building Safety Officer. A role includes providing security, customer service and ensuring the people within the building are safe. Furthermore, while at ATG's Swansea arena, I can build my experience within the leisure industry, including musical theatre and concerts, alongside business events such as meetings and presentations.

Furthermore, My role at Swansea Arena is to help provide guests with an unforgettable, safe and memorable experience. From jumping in to help the Front of house team, to assisting with first aid and ease of access.

University

Additionally, to mark my new direction, I submitted a change in course at UWTSD to focus primarily on leisure resort management. The change will allow me to further gain knowledge and academic experience in the leisure industry, alongside continuing to gain experience in the events sector.

Conclusion

The leisure sector is one where everyone jumps in to create an experience for the guests; therefore, I feel CPD is essential; as we all work as a single team, it's necessary to understand the roles and responsibilities of subsections within the leisure sector. I regularly update my knowledge of SIA Security, legislation and licensing, food safety and ACT. I'm a licensed Door Supervisor, so I will also support security teams when needed.

Outside of my work life, I enjoy the simple pleasures in life, such as musical theatre, the performing arts and festivals. I also have an interest in creating things, both digital items and tangible items.

My eventual goals are to run a successful venue of my own within the leisure space and to pass what I've learnt on to others within the leisure and events sector.

Section #4 - Contributions on Moodle

- **Section 3, My personal Blog and Websites is used to help promote myself and help others to promote their events.**
- Personal Website - samgoodfield.uk
- Events Website - dotevents.co.uk
- Events promo website - thedepartmentofevents.com

Unit 3 Forum / Uned 3 Fforwm

Blog

Settings

SOCIAL MEDIA

Display replies in nested form

**Blog**
by Samuel Goodfield - Sunday, 13 November 2022, 11:56 PM

I've had my own blog / CV website for a while now, and it has been useful in obtaining work in the events and leisure sectors.

- Personal Website: <https://samgoodfield.uk>
- My Events Website: <https://dotevents.co.uk>

Permalink Reply Export to portfolio

**Re: Blog**
by Samuel Goodfield - Sunday, 27 November 2022, 10:53 PM

Furthermore, I've also created and run an events directory where people can add there own events, which has proven useful to obtaining further contacts within the events space.

- <https://thedepartmentofevents.com>

Permalink Show parent Edit Delete Reply Export to portfolio

SOCIAL MEDIA

Unit 2, Networking. In this section I created 2 posts on the forum, one with my view on the importance of networking, and one with a rough map of my network.

Unit 2 Forum / Uned 2 Fforwm

Importance of Networking

Settings

Importance of Networking Networking map

Display replies in nested form

Importance of Networking
by Samuel Goodfield - Tuesday, 15 November 2022, 3:14 PM

Networking is a fundamental tool to build contacts, and help expand your industry knowledge and career. Furthermore, networking is not only a commercial tool, but can also be a useful tool within your social life to meet new contacts that can further be used in your business life.

Permalink Reply Export to portfolio

Importance of Networking Networking map



- **Section 1,** In this section I made 2 posts, one about the Gig Economy and one about David Attenborough. Furthermore, I replied to one of the Gig economy posts, as I felt people are unfairly dismissing the “Gig Economy” as a bad sector, without looking into the sector in more detail.



Gig Economy

by Emily Jones - Monday, 14 November 2022, 7:58 PM

No I do not think the gig economy is a sustainable mode of employment in the long-term, lack of regulation, zero benefits, payment delays, absence of job security and uncertainty about payment creating mental distress.

For the gig economy to be sustainable, it needs to be given structure by employers and law makers. Rules guaranteeing social protection to independent workers are required. Benefits such as medical insurance, safety at work, defined payment structure and job security, even if for a limited period will go a long way in addressing the uncertainty associated with temporary employment.

[Permalink](#) [Reply](#)



Re: Gig Economy

by Samuel Goodfield - Sunday, 27 November 2022, 11:08 PM

I agree with some of the points you make here, but there's also a few points that I'm not so sure on.

- Many who work within the "Gig Economy" are freelance, and therefore self employed and have the ability to jump between events, additionally allowing those working in the sector an enhanced level of flexibility in their professional lives.
- Many who work in the "Gig Economy" work in the economy as a second job, and do it because they enjoy the benefits, such as but not limited to free access to events and working on or at events of large recognition.
- From a corporate point of view, many event management organisations and tour operators, would not be economically viable, due to the nature of the business without temp staff or freelance workers.
- Finally, I agree there is a lack of regulation, with some workers being paid very minimal amounts, and in some cases people working for free in exchange for event access. Treatment of staff is sometimes very poor, with long hours and little welfare, this is especially evident at some festival service providers, however many companies treat their staff well, and pay very well. I believe that it's down to the specific company, there are some companies out there which are great, some which are ok and some that are damn right terrible.

I'd like to add, I've worked in the Gig Economy for many years, and loved it. While at times, it can be tough, it's fun and you get to make a lot of good friends, and have great times with them.

[Permalink](#) [Show parent](#) [Edit](#) [Delete](#) [Reply](#) [Export to portfolio](#)



Gig Economy

by Samuel Goodfield - Sunday, 6 November 2022, 10:06 PM

The Gig economy is one I'm personally very familiar with, due to the sectors I work in. Many sectors that provide support services to the leisure sector utilise services within the gig economy, from Security, Riggers, Production teams and many more sectors within the industry.

Many workers within the Gig economy are consistently busy, and a necessity to the events sector. Many people also choose to work in the sector as a primary source of income, and others as a secondary additional source of income. Therefore, I believe the Gig economy is a sustainable economy, and vital to the modern world, especially in the events and touring sectors.

[Permalink](#) [Reply](#) [Export to portfolio](#)

Display replies in nested form



David Attenborough

by Samuel Goodfield - Sunday, 6 November 2022, 9:24 PM

Research suggests Attenborough said "We live in a finite world. Ultimately, we depend upon the natural world for every mouthful of food that we eat and indeed every lungful of air that we breathe." (Marks and Marks, 2021) This seems to imply his mission and purpose is to educate the public on our reliance on the planet.

Marks, A. and Marks, A. (2021). *Sir David Attenborough on How We Can Still Save Our 'Finite' Home*. [online] Rolling Stone. Available at: <https://www.rollingstone.com/culture/culture-news/david-attenborough-climate-change-environmental-destruction-60-minutes-1179706/>.

[Permalink](#) [Reply](#) [Export to portfolio](#)

[Gig Economy](#) ►

Section #5 - CV Access

<https://samgoodfield.uk/changemakers-bmtp5014/>

Password: 28nov22

Changemakers - Sam Goodfield 2000621