Marketing Campaign – Filmmaking & Adventure Filmmaking Open Day 2020

Planning Meeting: 26/11/2019

Present: Dean, James, Joe, Ieuan, Martin

Today's meeting was just tying up the loose ends with all our planning. We've now done some further planning and organised on & off set interviews to be filmed and to capture BTS filming from students' short films.

Something

Proposed Promotional Films

1 - Adventure Filmmaking Student (Seb)

- Interview Seb
- BRoll of Seb filming at Margam
- Use of Seb's videos in marketing video

2 - Adventure Filmmaking Tutor (Geraint Radford)

- Interview Geraint – 10th of December @ 12:00
- Geraint teaching at Margam Park
- Geraint teaching Lectures or showing photographs

3 - Adventure Filmmaking Tutor: Dave Welton

- Interview Dave
- Dave teaching
- On location filming in Pembrokeshire

4 - Filmmaking Tutor: Helen Minghella

- Interview Helen
- Helen teaching scriptwriting
- Short interview of Dean & how Helen's helped develop his script

5 - Filmmaking Student (Ieuan)

- Interview Ieuan
- Capture BTS from Ieuan's film
- Use of Ieuan's film for marketing material
- Interview Ieuan on set

6 - Filmmaking Student: James Owen

- Interview James
- Capture BTS from James's film
- Use of James's film for marketing material
- Interview James on set

7 - Filmmaking Student (Amy)

- Interview Amy - 6th of December
- Capture BTS from Amy's film – 10th of December @ 11:00
- Use of Amy's documentary for marketing material
- Interview Amy on set

8 - Filmmaking Tutor: Brett)

- Interview Brett – Date TBC
- Brett teaching 1st years
- Short interview of a 1st year about course first impressions

9 - Filmmaking Technician (Dan)

- Interview Dan – 3rd of September @ 10:00
- BRoll of Dan in the storeroom

10 - Filmmaking Tutor (Matt)

- Interview Matt – Date TBC
- Matt teaching

11 - About Carmarthen: 1st Year

- Get a student that's moved to Carmarthen
- Why they chose Carmarthen vs other Universities

12 - Student Life: 1st Year

- Accommodation
- Course & modules

Next Steps

Moving forward we need to get moving and create content. Continue to film interviews, shoot BRoll, BTS & more.

Things to organise:

- ❑ MW - Discuss creating a Landing Page on UWTSD domain
- ❑ DC - Compose questions for interviews
- ❑ DC - Composite greenscreen graphics
- ❑ IW & JO - Film Seb & Geraint at Margam Park
- ❑ JO - Film Amy's Documentary BRoll
- ❑ JO - Film Dave & Adventure Filmmaking students on location
- ❑ Crew - Film Interviews on campus