

BIG

Intellectual Output 5:

EDUCATIONAL TV PROGRAMME

The Educational TV Programme



It is an innovative format of CONFORM S.c.a.r.l. designed and created to combine **information and training**, placing the user at the centre of the user experience.

In line with the most recent logics of entertainment and learning personalization, the Programme adopts and integrates streaming and interactivity models as distinctive elements, which allow users to choose if and when to access the different types of content provided and how to modulate their learning paths according to their needs.



The Educational TV Programme



The episodes of the programme alternate sessions in the studio, in which the presenter introduces the different topics with simple and captivating language, with **interviews with teachers and experts** that allow us to further investigate, contextualize and explain key concepts for learning.

At the end of each topic, viewers can access the video training pills and/or the learning objects correlated to each topic simply framing **a superimposed qr code** or with the use of **interactivity**





Example



The next slide summarises the Modules and their correlated Learning Units developed by partners in the IO2.

On the basis of the budget to be recovered, partners should provide contents for each module

What kind of contents?

- ✓ Case study
- ✓ Best practice
- ✓ Interview with managers

How many?

Min 2
Max 5



PARTNER	Max tot to move in IO5 if 5th TM and ME in presence	MANDAYS
CAMERA DI COMMERCIO DELLE MARCHE	1.276,68 €	6
AKMI ANONIMI EKPAIDYTIKI ETAIRIA	2.043,96 €	15
ASOCIACION DE EMPRESAS CONFEC Y MODA MADRID	1.838,58 €	13
BSC POSLOVNO PODPORNJI CENTER D.O.O. KRANJ	1.205,04 €	8
POLSKA IZBA GOSPODARCZA IMPORTEROW EKSPORTEROW I KOOPERACJI	1.660,80 €	22
CAMERA DI COMMERCIO ITALO-ELLENICA / ELLINO-ITALIKO EPIMELITIRIO	1.382,58 €	10
CONFORM Scarl	2.144,64 €	10
FORMACION Y EDUCACION	1.382,58 €	10
GOSPODARSKA ZBORNICA SLOVENIJE CENTER ZA POSLOVNO USPOSABLJANJE	1.147,80 €	8
UNIWERSYTET EKONOMICZNY W	1.746,66 €	22
DIPARTIMENTO DI MANAGEMENT - UNIVERSITA' POLITECNICA DELLE MARCHE	1.035,00 €	5
	16.864,32 €	

How many videos?

Min 2
Max 5



Here follows some **instructions** to record the videos:

- Video length: 1-2 mins maximum
- Videos must be recorded in progressive 1920x1080 format.
We ask you not to add graphics to the video containing the names of the people interviewed because this information will be added by CONFORM in the post-production phase, standardizing the graphics.
- Please provide us this information in a word document including the name and the role of the interviewer.
For the background, a neutral background would be preferable.
- Find a place find a place with good lighting. Somewhere outside, a room with lots of windows, or a room with good lights. Avoid dark rooms or rooms with a single light source. Please be careful to the background noise if you don't use professional microphone.



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- Ideally in 4k but if not minimum in Full HD. (1920 x 1080)
Most new phones have these characteristics. Or you can use a videocamera.
Please ensure your recording is HORIZONTAL.
If you want to use a chroma key room, that is fine but please ensure that the person's outline is correctly "trimmed"
 - Please note that regardless of the language spoken, the videos must be subtitled in **English**.
 - Please use **subtitle edit** software using the instructions contained at this link <https://www.youtube.com/watch?v=loyOZDLxw5A> on how to include your subtitles (in your language) in subtitle edit before you can activate the automatic google translate function. From personal experience using the wave (at the bottom) is a much quicker way of including them but you can also choose the video option.
 - Subtitles should be sent in .srt format with these characteristics: 70/75 characters per line



N.	MODULES	Individual Learning UNIT	Country responsible for contents
1	Cultural Awareness	Cultural differences and Intercultural Competence in International Marketing	
2	International Marketing and sales	Introduction to International marketing and Sales in International market	
		Inside sales and selling remotely	
		Payment, logistic and legal knowledge	
3	International digital marketing	Web design and content development for international market	
		SEO and SEM	
		Social media marketing	
		eCommerce & International Marketplace	
4	Data Driven Marketing	Online market research	
		Data Analytics	
5	Technology and productivity	Must have and new opportunities with Artificial intelligence and deep learning	
6	Digital Communication	Cross-cultural communication	
		Online Communication and tools	



Here follow the [deadlines](#) for this activity:

To collect ideas, best practices, best practices, ...

The 5th of May 2022

To send videos to CONFORM

15th June 2022

