



TEAM CRAFT

*Fun, Insightful, and Professional  
Team Building since 1989*

TEAM CRAFT

Teamcraft.com / 888-400-7077

## Movie Studio Program Overview

Team Craft's movie making and film festival activity is a dynamic team building experience that promotes qualities that support real teamwork:

setting clear goals, identifying clear roles and responsibilities, focusing on effective communication, tapping into creative expression, taking initiative, and experiencing pride in shared accomplishment.



### Movie Making & Film Festival

The program is introduced in a way that gets everyone in the mood to participate in a fun production effort. We ensure everyone is clear on the scenario, orient team members



to the use of the technology, and coach those involved in the editing process. We facilitate a team debrief session after the activity to identify key learnings and work applications. A panel of judges reviews the videos and decides on awards.

### Create a Lasting Impression

The process requires each team to identify the message they want to convey and then decide how best to communicate this message, i.e., length, style, script, story line, imag-

ing, etc.. With their plan in mind, members assume various defined roles and responsibilities and bring the production to life. Frequently unexpected events occur along the way that require each team to adapt and possibly take advantage of new opportunities - or work around barriers. When all movies are completed, everyone gathers for a film festival to share their finished works and receive award 'Oscars' for the most noteworthy achievements. Afterwards, the team is provided with a permanent record of their experience to enjoy and share with others.

**Expert Facilitation:** There are many learning curves hidden in the details of making this a successful and productive team development event. We provide your participants a total turnkey program that covers all the details and provides a supportive environment to promote truly creative and productive results. We observe the teams' effort along the way, knowing when and when not to intervene, and provide a dynamic discussion to learn from the experience at the conclusion of the event.

This is a truly memorable occasion: one that can be relived and rein-



forced time and again after the event - given the permanent record of the video that can be made available to each participant.

### Program Characteristics

**Scenario/Objective:** Produce a 1 to 2 minute video in the form of a commercial or PSA related to the company or meeting theme.

**Time Requirement:** 7-to-9 hours as a stand-alone program or part of a longer meeting or gathering.

**Participants:** Each production team has from 6 to 12 participants. Several teams can be involved to produce videos for viewing at a culminating film festival.

**Location:** This program can take place anywhere: the more unusual or exotic the better. Participants enjoy the ability to use the 'local color' of people, visually striking settings, and resources at hand to work as extras, backdrops, or props in the production.



### A Program within a Program:

Movie planning and production typically occur in the morning while editing occurs in the afternoon. While a few team members work with Team Craft staff to edit the production into a finished movie, other team members can participate in another Team Craft team building format such as City Sleuths or InterActive Teams that keeps everyone fully involved throughout the program.