

SOMERSET TALENTED ACADEMIES LIVE INDUSTRY BROADCASTS

Our series of industry broadcasts will be a fantastic opportunity to engage with a wide audience of young people on a digital platform. The event will be by invitation and promoted to schools across Somerset.

Each broadcast will feature employers from across the county and will be streamed on the Learn Live website on the scheduled dates below. Once the broadcast has been aired, the broadcast will be available on demand until March 2022.

All broadcasts will start at 4pm and will last approximately 1.5hours. We invite employers to provide pre-recorded video input of up to 15 minutes in length to be featured in their chosen broadcast. Participating employers can have up to 4 representatives available to take part in the live chat feature as part of the broadcast to field any questions from viewers.

Participating employers can host additional videos as part of the Resources section of our partner page on the [Learn Live](#) website. You can also take advantage of the LIVE CHAT and LIVE NEWS features on the Learn Live Channel.

Please see further information below.

You can view past broadcasts by visiting our partner page and scrolling to the On Demand section at the bottom of the page: <https://learnliveuk.com/partner/talented-academies/>

PROPOSED BROADCAST DATES

Below are the proposed broadcast dates.

Please note, the deadline for submitting employer content for broadcasts is 2 weeks before the broadcast date.

1	Construction	18/11/20
2	Engineering & Manufacturing	02/12/20
3	Health & Social Care	09/12/20
4	Armed Forces	13/01/21
5	Environmental inc. Energy & Utilities	20/01/21
6	Creative Industries	27/01/21
7	Professional Services	03/02/21
8	IT & Digital Industries	10/02/21
9	Education	24/02/21
10	Food Production & Farming	03/03/21

PLANNING & PRODUCING YOUR VIDEO

We will allocate 15 minutes per employer in each broadcast. During this time your pre-recorded video will be aired. **Please note - you do not need to use all this time; your video can be any length up to 15 minutes.**

Your input can consist of existing promotional videos that you may have, or new content produced for the broadcast. Learn Live can assist with all video editing, including merging existing content and creating new content. Just let us know if you need any assistance.

The information below will help you with creating content or picking existing content to feature -

Plan the content of your video before you start recording. This should include:

- Introduce your company.
- Give advice on how to get into your industry for example apprenticeship and graduate routes.
- Provide a brief overview of the different roles/careers available to young people within your company, for example, technical roles, HR, Finance, Business Admin etc.
- Include details of the behaviours, skills and qualities that you look for in applicants.
- Possible input from different members of staff at varying stages of their career including apprentices or trainees.
- End the video with a 'next step' for example, do you have an apprenticeship recruitment window, how to apply for some work experience within your organisation.

PRODUCING YOUR VIDEO

- You can make the video yourself or Learn Live can assist in producing your own video.
- Send your video to lauren@learnliveuk.com Your video will be prepared by the team at Learn Live ready for broadcast.
- When saving the videos please use YouTube links, Vimeo, MOV or MP4. You can send using either WhatsApp on 07598 124640 or <https://wetransfer.com/>
- Please ensure the videos are titled / named.

TIPS FOR PRODUCING YOUR OWN VIDEO

- Shoot in landscape mode, not portrait.
- If you can, prop the device up on something firm rather than have someone holding it.
- Choose an appropriate background - preferably without a bright window. Relax and sit or stand comfortably.
- Look at the camera lens rather than any picture on the screen, keeping your gaze on that lens resisting the urge to glance back and forth on other objects.
- Ask someone to check the shot before you start recording so that they can adjust the exposure and focus (usually by tapping the screen on your face for focus) if needed.
- Do not use the zoom to tighten the shot as this reduces quality, rather, place the device at a distance that will ensure good sound yet not be too close.
- Ensure all other noise is kept to a minimum.
- Start by looking at the lens for about 3 seconds before beginning the piece. Likewise, at the end, look back at the lens and hold the shot for a couple of seconds.
- Record in the highest resolution as possible.

LIVE CHAT

The LIVE CHAT feature on the Learn Live Channel allows you to have direct contact with your audience. The chat feature is completely moderated and GDPR Compliant (<https://learnliveuk.com/safeguarding-policy/>)

The following video shows you how the audience can use the LIVE CHAT to interact during the broadcast >
<https://vimeo.com/426183878>

Please supply details (name and email address) of up to 4 representatives to be available during the live broadcast to answer any questions. Once we have these details, **Learn Live will send the representatives their login details and instructions on how to use the chat function.**

LIVE NEWS

If you're interested in getting involved in the LIVE NEWS to promote any traineeship, apprenticeship or job vacancies, you can submit details of the vacancies you have on offer which will be played out on the Learn Live channel during the broadcast. You can send this either as a short video* or as text.

*Here is an example of the type of vacancy video to include: <https://vimeo.com/445192970>

When submitting your video clip, please could you also send across your name, job title, company name and your company Twitter handle. **Please note, vacancy videos are in addition to your broadcast input.**

