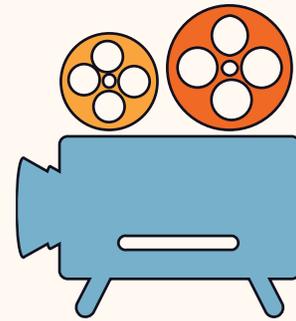


Celluloid Challenge



Activity Summary:

Anyone who has ever watched a movie after the final scene ends, and the credits start rolling – would appreciate that it takes a tremendous amount of team work, communication, co-ordination, creativity, leadership and time management to create a movie.

FocusU now turns this fascinating film making activity into a mesmerizing challenge, called The Celluloid Challenge. In this challenge that gets every single person in the team engaged and contributing, we turn your employees into full film production units. The teams are challenged – to produce their own unique movies! Alternatively, we can custom design the content for the group to incorporate their very own company message, corporate focus or offsite theme.

The teams have to ideate, think of a script, scenes, the actors and roles and shoot the movie! Post the footage capture, our team would help in adding some magic to their creations by helping each team edit their movies. The movies are then played to the entire audience and awards given out for Best Actor, Actress etc in an Oscar Style Awards Ceremony, usually done as part of the evening entertainment before dinner.



Duration

150 – 180 Mins
(for activity run time)



Where this can be run

Outdoor



Group size

10 – 40

Is this workshop right for my team?

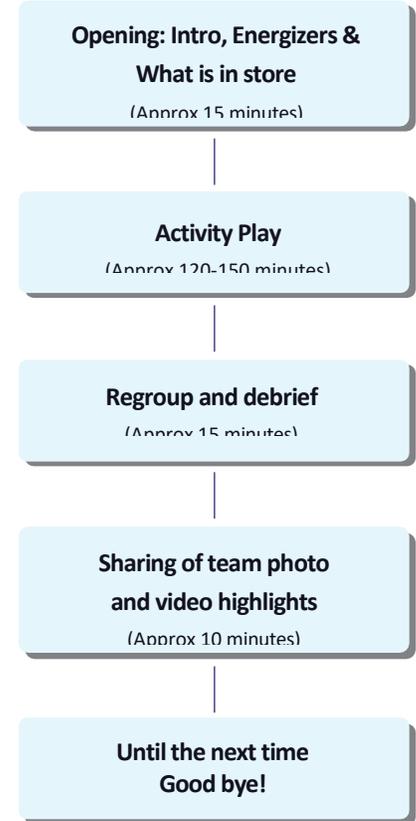
- ▶ Team-work and Collaboration
- ▶ Continuous Quality improvement
- ▶ Planning and Execution
- ▶ Effective communication
- ▶ Challenging the existing mindset
- ▶ Innovation and Creativity



What you can expect:

- Welcome the group at a central location. Form teams with 8 to 10 participants each.
- Share the objective of the challenge: each team has to make a 5 - minute engaging movie that tells a story in a fun way, using the given props, costumes and handy cam.
- Brief the participants about the rules and objectives of the activity using the slide deck.
- Assign the various roles in the team to achieve the challenge: producer, director, videographer, editor, storyteller, sound maestro, choreographer and actors.
- With the help of one of the Co - Facilitators, conduct a 'Handy Cam Briefing' for the videographers.
- Brief the participants about the various awards that would be given out: best actor, actress, story, cinematography, story, movie and critic's choice.
- Winners would be selected on the basis of quality of acting, relevance of story and cinematography.
- Assign the topics to the teams for making the movies. You can conduct a short challenge to assign the various topics to the teams.
- Hand out the kits to all the teams and start the activity. Teams would take approximately 60-90 minutes to complete recording the movie.
- After this, editors would spend approximately 45 to 60 minutes at the editing station for preparing the final cut.
- Once all the movies are ready, set up the conference room as a movie theatre. You can also have a 'red carpet' and give (pseudo but customised) movie tickets to all the participants. Take the help of senior leaders in the team to evaluate and declare the winning team. You can hold an awards night with fanfare.

Flowchart of the intervention



Sample mini challenges interspersed:



Video highlights,
photos & participant
certificates –
socially shareable!



Say hello!

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