# B@S videochallenge
## A BCG INITIATIVE

# Possible implementation during project days

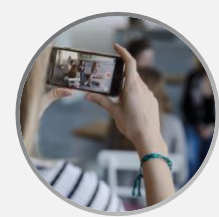|  | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 |
|---|---|---|---|---|---|
| **Morning** | Introduction of the competition<br>• Purpose of the competition<br>• Presentation of the four questions<br>• Agenda for the week<br><br>Choice of company<br>• Presentation of company videos<br>• Group composition | Responses to questions 1 and 2<br>• Use of the researched information<br>• Critical evaluation of the information<br>• Further research if needed | Creation of a screenplay<br>• Development of a creative presentation of the results<br>• Design of the video content<br>• Scheduling | Video shoot | Presentation of the results<br>• Critique rounds<br>• Reflection of students on their results and ways of working<br>• Students' feedback on the project |
| **Afternoon** | Internet research on freely available sites<br>• Company websites<br>• Annual reports<br>• Newspaper articles<br>• Associations<br>• Studies<br>• Etc. | Responses to questions 3 and 4<br>• Use of the researched information<br>• Critical evaluation of the information<br>• Further research if needed | Video shoot | Video editing<br>• Use of freely available video software<br>• Composition of the video | Video upload to the website |