



b@s videochallenge

From the idea to the video: Project schedule and checklist for teachers

B@s videochallenge
A BCG INITIATIVE



Possible implementation as a project

Morning

Day 1

- Introduction of the competition
 - Purpose of the competition
 - Presentation of the four questions
 - Agenda for the week
- Choice of company
 - Presentation of company videos
 - Group composition

Afternoon

- Internet research on freely available sites
 - Company websites
 - Annual reports
 - Newspaper articles
 - Associations
 - Studies
 - Etc.

Day 2

- Responses to questions 1 and 2
 - Use of the researched information
 - Critical evaluation of the information
 - Further research if needed

- Responses to questions 3 and 4
 - Use of the researched information
 - Critical evaluation of the information
 - Further research if needed

Day 3

- Creation of a screenplay
 - Development of a creative presentation of the results
 - Design of the video content
 - Scheduling

Video shoot



Day 4

Video shoot



Video editing

- Use of freely available video software
- Composition of the video

Day 5

- Presentation of the results
 - Critique rounds
 - Reflection of students on their results and ways of working
 - Students' feedback on the project

Video upload to the website

Task for participants:

Respond to four questions in a four-minute video

1. What does the company do?
2. What three aspects make it successful?
3. What are three risks for the company?



4. What three recommendations could ensure the success of the company or make it more successful?

Tip

When answering the questions, focus on current megatrends, e.g., digitalization, sustainability, or globalization

Checklist for teachers:

How do I implement the b@s videochallenge at my school?

Time frame

- Find a time frame for the project, such as project days or a week of regular classes.

Technical

- Are students allowed to film their video with their phones or does the school have a camera?
- Is there a computer room or can the students edit their videos at home?
- Which students already have experience creating videos and can help the others?

Preparation

- Introduce the assignment and the four companies along with their prizes to the students and set the schedule.
- Point out the rules of participation to the students (participant consent forms, data privacy statement, and terms and conditions of use) and explain how to deal with copyright (infographic). Hand out the consent forms for signing and send the original signed forms to us. Alternatively, the students can send in or upload their own consent forms individually.

Execution

- Have the students present their interim steps, such as the results of their research or their scripts.
- Are the students looking for editing software? Write to info@videochallenge.online and we'll be happy to help you.

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