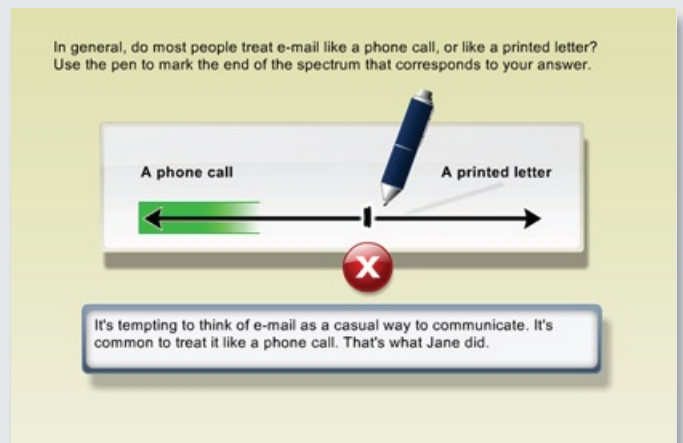
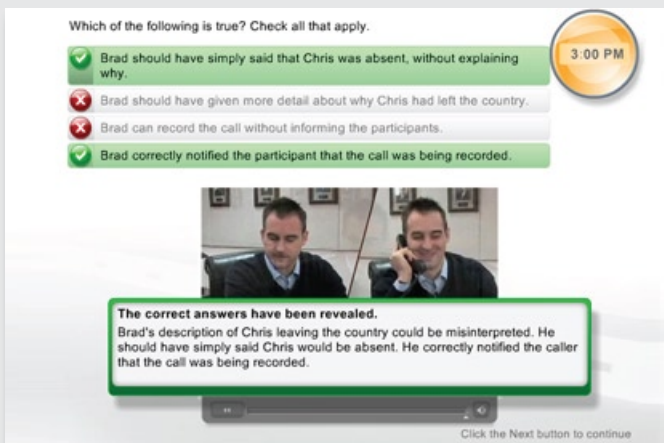
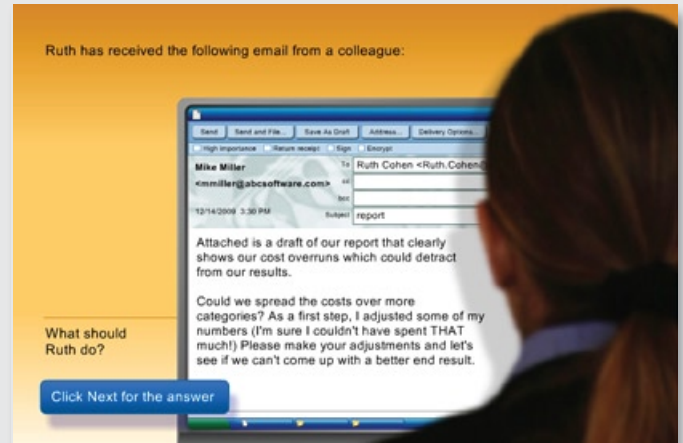
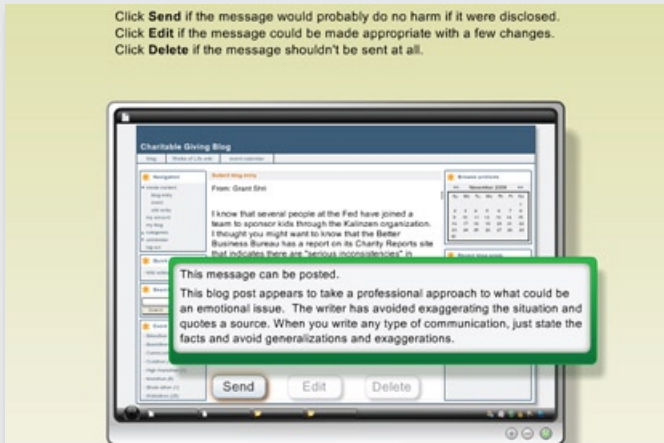


A G8 Nation Central Bank: Effective Communications Course



The Challenge

An Inmarkets' customer with highly specialised needs, this central bank had a strong need for a highly effective course covering effective communications. While Inmarkets has numerous off-the-shelf courses on this subject, the bank wanted to include video without incurring a major expense. They wanted to use a location that would look familiar to bank employees.

The Solution

To meet the needs of the bank, it was decided not to hire a model or use a studio to film the segments. Rather, it was decided to use a bank employee and film in the bank. In concert with the bank, a contest was run to choose an employee who would film the two segments, and to undertake the filming with the Inmarkets film crew on a Saturday morning when the bank was closed.

Employees were invited to audition for the starring role in the corporate video, which gave a sense of fun, interest and ownership to the project by the staff.

The Implementation

Once the "starring" role lead had been chosen, two scripts were prepared for the employee; one showing the incorrect way to conduct a particular type of telephone conversation and one showing the correct way. The employee learned his lines and an Inmarkets crew filmed the scenes in two hours on a Saturday morning. The scenes that included the staff member have had a big impact on the bank staff. This was an extremely cost-effective exercise, not only was there great interest in the course due to the buzz of selecting a 'star', but also it was very inexpensive for the client.

The Result

Rather than taking an off-the-shelf course, we worked closely with our bank customer to create a course unique to the bank on a standard subject with high impact value at a very small additional cost. Inmarkets' approach to creating a solution to the bank's need was to take materials from our existing library, mix it with their own internal policies and procedures, use a bank employee, and film in the bank on a non-working day. The result is a course that looks like it is a custom built course with a high budget.