

# Video Production Option E

OKR Presentation 2025

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# Our Objectives

Three Key Focus Areas

# 1. Technical Skills Development

- Collect and practice with videomaking equipment for **10+ hours** before Berlin Trip
- Specialize in assigned roles: filmmakers, editors, coordinators
- Dedicate **1 hour weekly** to online tutorials
- Organize **one trial filming session** before Berlin to test equipment and define storytelling

## 2. Video Engagement Strategy

### Creating Buzz & Boosting Enrollment

- Achieve minimum **7% engagement rate** across YouTube and Instagram
- Collect **one voice-over weekly** from special guests at events
- Collaborate with **2+ community groups** through Mid-Term peer questionnaire
- Gather additional footage from colleagues

### 3. Strategic Framework

- Analyze ESCP brand identity on social media
- Apply **3+ techniques** per video (Close-ups, Medium shots, Establishing shots, Extreme Wide Shots)
- Create editorial plan with deliverables:
  - **1-minute video** on Improbable Seminar
  - **2-minute video** on Berlin Trip
  - **5-minute video** covering best Option E moments
- Implement peer review system: **2 peers** review each video, target **7/10** on creativity & clarity

# Project Timeline

Mid-September

● Option E Begins

September 17

● Art Thinking Session (video 1)

October 19-24

● Berlin Trip (video 2)

December 11

● Option E Concludes (video 3)

# Success Metrics

## Skill Development

- 10+ hours equipment practice
- 1 hour weekly tutorials
- Role specialization achieved

## Engagement Targets

- 7% engagement rate minimum
- Weekly guest voice-overs
- 2+ group collaborations

## Content Delivery

- 3 professional videos produced
- 3+ techniques per video
- ESCP brand alignment

## Quality Assurance

- 2 peer reviews per video
- 7/10 creativity & clarity score
- Continuous feedback integration

# Ready to Create

Video Production Option E



