

Careers Info Scotland

Organisational Overview and Services Briefing

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careersbox

NEW MEDIA PARTNERS TO



INSTITUTE
OF CAREER
GUIDANCE

1. PRINCIPAL BUSINESS ACTIVITIES

Right media, right place, right time.

As the preferred digital media partner of the Institute of Career Guidance (ICG), over the last 4 years, we have focused on the development, creation and delivery of film based media communications for the Information and Guidance (IAG) and educational market as well as the delivery of film based Labour Market Information to multiple audiences.

There are 3 main activities of the organisation:-

1. Strategic and operational consultancy to both educational, IAG and employers/training providers from over 22 market sectors to provide web based film communications solutions and activities.
2. Comprehensive In House Film Production - the cradle to grave service from Project Brief, pre production, multiple on site filming, edit, encoding, compression and hosting of film content for both Public and Private sector organisations. We operate a tread lightly policy and have great experience in working in third party organisation environments for clients.
3. Web based communications - the organisation has developed a series of web based tools to facilitate the effective delivery of film content to multiple profiled audiences (teacher, student, etc) using its C-Mail server technologies enhanced by real time metrics reporting system.

2. OVERVIEW OF BUSINESS EXPERIENCE

CareersINFO works with multiple UK government agencies on a range of diverse projects. These include:

- University for Industry / Learn Direct
- Multiple Sector Skills Councils
- National Employer Service
- Learning and Skills Council appointed contract agencies e.g VT Careers
- A variety of Connexions Services
- Academic organisations e.g University of East London and Warwick University
- Comprehensive experience of filming within the educational environment e.g schools, colleges, universities etc.

We are currently in the process of further developing relationships and networks in Scotland.

The organisation also has significant experience of working with key employers and training providers over 22 sectors including amongst 60 others BT, Npower, B&Q, JTL, etc.

The organisation has specific expertise in:

- Handling major and complex media projects working to tight timescales
- Effective project management from project inception to final delivery
- Providing innovative and dynamic positive measurable outcomes for all its projects underpinned by its solution driven ethos.
- Understanding that every project is different and the need to develop bespoke solutions to meet the client's key objectives
- The ability to work with individuals from multiple organisations, with different styles of working, ethos, systems, etc to ensure smooth project delivery.
- Bringing, where appropriate, its existing relationships/partnerships knowledge to a particular project to help a client not only achieve its core objectives but also build new relationships and increase its own 'knowledge bank'.

The organisation's track record is reflected in the:

- Nature, variety and quality of the output from the diverse range of projects in its portfolio.
- The fact that all projects to date have been delivered on or under budget
- The client and their key needs and objectives are at the heart of our thinking.

3. EXAMPLE CASE STUDIES



The Institute of the Motor Industry (IMI)

We filmed, produced and delivered online, 96 Labour Market Experience job profile films covering 9 key sub sectors within the Automotive Trade for activation in the IMI's careers portal www.autocity.org.uk to be launched at the 2008 Motor Show. Working to a fixed deadline CareersINFO provided project management, employer engagement, all pre production, filming and editing for final output.

The 96 films were delivered on budget and ahead of schedule in less than 12 weeks. This is now being followed by a 12 month film server and metrics reporting solution.

Following the success of this project CareersINFO have now been commissioned for a £118,000 project to provide the IMI with solutions for the Women in Work programme which will yield a multiple layered media production (including online training) and communications solution for 12 months over 2009.



British Telecommunications plc

12 Month repeat contract following successful previous 12 month contract to provide a multiple layered film base attraction, engagement and retention solution. This includes film production and delivery to the IAG market place as well as film communications via the C-Mail server system to over 15 thousand applicants. This is a project management, media and ongoing communications solution requiring key strategic and operation programmes of activities for the organisation.



Institution of Chemical Engineers

Commissioned to produce a series of web based films for a teacher training resource. The output was 10 individual films to:

- Provide teachers with a tool to help 'enthuse' students in the wonders of Chemical Engineering.
- The films output have been to enable a self-train teachers in how to recreate each demonstration within their own establishment.
- All films were encoded and hosted on the CareersINFO server system available for activation in any ICHEME approved learning environment free of charge. This is known as the CareersINFO Viewshare philosophy.

4. MANAGEMENT & PEOPLE

Nick Newman *Founder and Creative Director*

Originally from a careers publishing background, Nick has worked closely with both private sector and public sector groups over the last 20 years. Nick has the experience of not just understanding the IAG market, but understanding the juxtaposition between the needs of the private sector and the clients of professional careers advisers against the requirements and outcomes necessary when delivering effective careers media for government and their agencies.

Formally Head of Interactive Media at a top Advertising Agency, Nick has recently founded a not-for-profit collective, Careers Media Research, which includes the ICG, NES, LSC, LearnDirect, IER and employers such as BT, TUI, British Gas and SSC's including the IMI and COGENT; the collective work as a knowledge and Best Practice information share forum, specifically looking at the creation and delivery of LMI.

Toby Grimshaw *Managing Director*

Toby has over 15 years experience of working with both private and public sector organisations in a media context having formally been part of the Business Development Management team with the Top Up TV digital television organisation. Toby has overseen the development of all CareersINFO products and services ensuring effective Project Development and Management from the CareersINFO executives. He has been instrumental in the organisation and delivery of co-ordinated and complex projects for both blue chip private sector organisations as well as a great variety of Public Sector bodies. His experience and understanding of both sectors ensures positive outcomes for all projects to date.

Mark Pirrie *Associate Director*

Working in the video/ multimedia industry for 15 years within the private and public sector including education, prison and voluntary sectors. Former employers include various Multimedia Production companies and prior to joining CareersINFO worked for over 2 years with Tribal group PLC.

Mark is responsible for running production team and has great experience in working to a specific project brief. Instrumental in running Careersbox's large film projects (such as IMI, UFI, etc) as well as the expansion of the production facility. He is heavily involved in all aspects of creation and output.

Ronnie Davidson *Regional Development Manager (Scotland)*

Previously an account manager for Coca-Cola Enterprises and more recently a careers adviser and CPD tutor in career and enterprise education with Careers Scotland. Ronnie manages our client relationships in Scotland. He has worked extensively within Scottish Education with several local authorities and supporting agencies and brings significant partnership and network development expertise from both the public and private sectors in Scotland.

5. TECHNICAL CAPABILITY

Scottish office based in Fife with a dedicated regional development executive and administrative support for the client/account management of Scottish operations.

UK based (multiple location facility) filming, editing, post production, encoding, compressing and hosting of film content. Key features include:

- Multiple edit suite 'Final Cut Pro' service provision for output to multiple formats including wmv, flv etc
- Full author ready DVD capabilities
- Online edit management system for fast, effective and efficient client appraisal/approval
- Full film server service currently enjoyed by other CareersINFO clients/partners Filming equipment includes:
 - HD Camera, Mini DV, DVCAM - output includes Standard Definition and HD
 - Full lighting equipment
 - Full sound equipment
 - Back up system of dubbing and off site safe storage

6. ORGANISATION DETAILS

Name of Organisation

Careersbox Limited T/A CareersINFO

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Contact Person (Scotland)

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Number of Employees

10

Names of Directors

Nick Newman, Toby Grimshaw

Company Registration Number

5370108

VAT Registration Number

890212733