

# GO VIRAL

## DURATION

90 to 120 minutes

## REQUIREMENTS

A table for each team

## GUEST NOS.

Up to 180 guests



**Go Viral is a chance for your team to produce an internet sensation, with their own viral video! In a fast-paced interactive activity with the emphasis on fun, each team will pool their skills and creative vision in an attempt to create a video worthy of a million hits!**

Success can then be measured by the number of views on any given future date, potentially giving the event a much longer-lasting shelf life than just the day of your event.

Provided with a tablet loaded with video editing software, a selection of props, and a variety of equipment for inspiration, the task is to film, edit and upload a clip or series of clips in a bid to gain the highest number of 'hits'.

It may sound simple in essence, but to capture the exact moment a bottle is flipped onto its target, or a basketball lands in hoop from an impossible angle is both challenging and rewarding in equal measures. The content can be absolutely anything as long as its visually interesting enough to capture the viewer's attention.

However, making the video is only part of the task as the team will still need to generate views, shares and likes in order to 'Go Viral'

# GO VIRAL

## DETAILS

After an initial briefing, video montage and introduction from our Event Manager teams will be issued with props, equipment and tablets in order to create, film and edit a video to a specific brief. To begin, each team of up to 6 participants will discuss ideas, produce their film storyboards and allocate roles for their team members including:

- **Actors**
- **Videographer**
- **Editor**

With all roles allocated and storyboard concepts completed, teams will begin to rehearse and practice shooting the scenes. Instructed and assisted by our Events Team throughout, your assigned videographers use the Samsung Galaxy Tablets provided to capture all the action before editing it into a final version.

Films completed and handed over to our Event Manager are then uploaded to YouTube under the teams chosen title – and the event concludes with a big screen preview of each team's production, judged by our event team. Medals will be awarded to the winning team based on all round creativity from concept to delivery.

Alternatively, as the links will then be available to be shared – the event can instead be judged over a longer timeframe in a bid to gain the most views possible, whether over the remainder of the day, week or month for example... **thereby making the event truly unique, in the event message stretching far beyond just the day of the event itself.**

## ADD THAT SOMETHING EXTRA...

### Evening showing of the films - £500 plus VAT

Create a specific feature premiere showing of your teams' films by extending the event into the evening as unique entertainment. Our event team will show the films after dinner in a film premiere style, where you could hand out extra special awards complete with acceptance speeches!

### Hollywood Themed Evening – from £17 plus VAT per head

A fabulous addition to the entire experience, why not go the whole hog and theme your dining room with black and gold Hollywood awards style table dressing, giant props, LED lighting and fantastic entertainers. A fabulous addition to the entire experience

