



Online School Tours

Get ready to host your
School Tours online in 2 weeks



VIDEO SERVICES

Includes

- Tailored Online School Tour
- Up to 3 pre-recorded videos
- Zoom setup & support
- Ready-to-host in 2 weeks

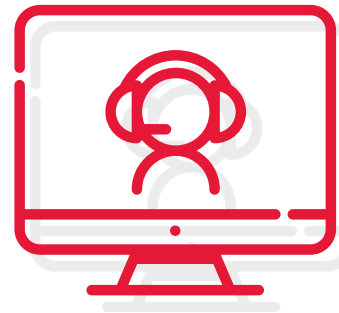


The benefits of building your online resource



Booking tours will become more flexible

Easily update registrations and bookings. Even host tours without key people if needed.



Convenient options for parents to attend

Parents can attend school tours from the comfort and convenience of their own living room.



A new and innovative way to drive enrolment

If we've learnt anything during Covid-19, it's that we can't always rely on the traditional approach.



A resource that will add lots of value

Utilise your resource now and into the future. Pre-recorded videos can be used across multiple channels.





68% of people say they'd most prefer to learn about a new product or service by watching a short video.



This makes video more popular as a learning tool than text-based articles (**15%**), infographics (**4%**), presentations and pitches (**4%**), ebooks and manuals (**3%**).

Source: Wyzowl, The State of Video Marketing 2018

A tailored Agenda that works for you

Tailor your Agenda so that it meets your audiences expectations and includes a balance of key people talking and compelling and engaging pre-recorded video.



INTRODUCTION FROM HOST / 10mins

Director of Admissions/Marketing



'PRINCIPALS WELCOME' / 2.5mins

Principal



'TEACHING & LEARNING' / 2.5mins

Staff & Students



PARENTS & STAFF Q&A / 10mins

Director of Admissions/Marketing



OUTRO FROM HOST / 5mins

Director of Admissions/Marketing



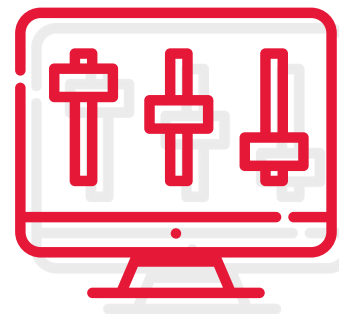
Choose up to 3 pre-recorded videos

Create a compelling and engaging presentation for your guests, here's a few video ideas to choose from.

- ✓ Principals Welcome
- ✓ Campus & Facilities walk-through
- ✓ Teaching & Learning Q&A
- ✓ Vision & Values
- ✓ Community Programs
- ✓ Student Success Stories
- ✓ VCE Results
- ✓ Year In Review



Video treatment options to choose from



Music-driven

A music track when complemented with nice images can help bring energy and emotion.



Voiceover-driven

A scripted voiceover can help you dig into the detail and communicate all of the key messages.



Interview-driven

A personable approach that brings out the personality of your people and your school.



Well-priced packages

Tailor your approach and meet your expectations for enrolment and budget. These 'Starting Small' and 'Playing Big' options should give you a good feel for where to start.

- ✓ **'Starting Small Approach'** From \$2K+GST
- ✓ **'Playing Big Approach'** From \$6K+GST

Feel free to get in touch with our team to discuss further.



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VIDEO SERVICES



How to get started...



Brief

Are we a good fit? If that's a yes, let's jump on a call to talk through the project in more detail, so we can get started.



Build

Once we've locked down the brief and budget, we'll help you create your pre-recorded video assets, and setup for your tour on Zoom.



Host

The fun bit - So we have families registered for your upcoming Zoom Tour, time to get ready to host your first ever school tour online.



We'll help you adapt



It's only been 2 months now, but we've adapted! We've already setup and run over 20 interviews on Zoom, and we're expecting this trend to continue.

There are a few little 'gotcha's' to look out for but we'll be able to share our **'Hosting School Tours on Zoom'** tips & training pdf to make sure your tours run smoothly.



A video partner you can trust

Electric Street is a 'go to' video content supplier for Victorian Government and many other related institutions, organisations and departments in Melbourne.

We have well established credentials in Schools, Universities, Online Courses, Tourism and Major Events, complementing our deep understanding of the Retail & Advertising space.

Visit www.electricstreet.com.au/education for more information.



Why choose Electric Street?



We'll always give you a quality product

We always put the end product first! Whether we're offering up ideas or making additional rounds of changes to ensure you love your videos, we're always working towards delivering the best possible outcomes for you and your team.



We guarantee you will get value for money

Our talented team is more nimble than most, so we don't carry the overheads that some other bigger agencies do. This keeps us agile and allows us to go above and beyond for our clients on a consistent basis.



We will support you every step of the way

We've made thousand's of videos over the years, so we know what works. We're not just a video production company - We will be able to offer you an end-to-end solution including scripts, storyboards, filming, animation, video libraries an more.



We'll make sure you achieve your goals

Our job isn't finished when we send over the link to the final video. We are video specialists, so we'll be able to work with you to ensure your videos help you achieve your communications and marketing goals.



Are you worried about filming at your school?

We understand your school has had to cancel or postpone its school tours recently in an effort to follow government guidelines and to help keep your students, your staff and your community healthy and safe.

This is just a quick message to say that we have started filming on-site again for some projects, so we can do that if it fits in with your goals for the project and your school's current policies and procedures. If not, we may be able to record our interviews/Q&A's for our pre-recorded video assets via zoom or other video conferencing platforms.

Let's keep this conversation open so please feel free to get in touch with our team if you'd like to discuss further.

Hannah Moon
Covid-19 Policy & Procedure Manager
0438 085 507
hannah@electricstreet.com.au

ELECTRIC STREET AND COVID-19

The health and safety of you and your community comes first.

Updated Wed 13 May

What we can do to keep our crews and clients safe.

1. Conduct pre-production online wherever possible
2. Understand client or location Covid-19 policy in advance
3. Wash hands on arrival, then regularly throughout the day.
4. Make hand sanitiser available to all attendees
5. Avoid shared snacks and catering on set.
6. Sanitise sound equipment before each shoot
7. Avoid physical contact and maintain social distancing where possible
8. Reduce crew sizes where appropriate
9. Anybody who feels unwell should stay home and seek medical advice where appropriate. (Refer to [healthdirect.gov.au/symptom-checker](https://www.healthdirect.gov.au/symptom-checker) for details of likely symptoms.)
10. If there is a confirmed case of Covid-19, ES and their clients have a responsibility to seek and follow advice from health authorities.

Let's continue the conversation. If you'd like more detailed information on Covid-19 policies for our industry, please get in touch.

Hannah Moon
Covid-19 Policy & Procedure Manager
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A woman with blonde hair and black-rimmed glasses is smiling warmly. She is wearing a white collared shirt. The background consists of white bookshelves filled with books, with a brick wall visible behind the shelves.

**Are you ready to
host your school
tours online?**



What our clients are saying...

Looks fantastic, **WE ARE REALLY PLEASED WITH THE RESULT!** Approved! Thank you

Thanks for all the work on this Chad, **WE ARE EXCITED** to get these up on the web.

I haven't worked with you before but **I HEAR THAT YOU'RE THE BEST!**

Very exciting to kick these videos **OFF FOR THE PUBLIC!**

WOW YOU GUYS ARE SPEEDY! These are all looking amazing.

Loving how this looks! **IT IS FAB** and we are very happy with it.

Thanks again for the shoot the other day, **FOOTAGE IS REALLY NICE AND EDIT COMING TOGETHER WELL,** so much good stuff it's hard to fit everything in!

I've just had a chance to watch all the footage and **I'M REALLY HAPPY WITH HOW THINGS HAVE TURNED OUT.** Everything looks so elegant!!

This is looking great. **FEEDBACK HERE HAS BEEN REALLY POSITIVE.**

Thanks ES - it is wonderful! **WE ARE REALLY PLEASED WITH THE OUTCOME** and it was great to work together again!

That video is really 'SICK' - that's what my 14 year old daughter just said. **IT'S AMAZING!** Well done.

AWESOME! Thanks Ben and Chad.

LOVE THIS APPROACH. Great stuff.

There's word around the office that **THE VIDEO WAS SUPER COOL,** great stuff!

They are all really strong and **THEY'RE ALL DEFINITELY HITTING THE RIGHT MARK,** which is fantastic.

THANK YOU BOTH A MILLION TIMES OVER!

Fantastic! **I LOVE IT!** I really like what you've done with the animation!

All approved! **WE'RE GOOD TO GO.** Thank you so much for getting these ready so quickly!

THESE ARE AWESOME! I've passed them on to the client.

THANK YOU VERY MUCH!

WE ARE DELIGHTED WITH THESE - you and your team have done a fantastic job.

Amazing, **THIS IS EXACTLY WHAT I WAS AFTER.** Thank you!

Just watched this edit, **IT'S FRICKING GREAT!** Nice job!

Thank you so much once again for your work on this **AND FOR PRODUCING SOMETHING THAT LOOKS SO GOOD** in such a short time frame!

Thank you for all your work. **WE'VE HAD REALLY GOOD FEEDBACK** from everyone.

Thank YOU! **IT WAS SO MUCH FUN WORKING WITH YOU,** I really enjoyed it.

I look forward to seeing the post-event videos - **I'M SURE THEY WILL BE JUST AS BRILLIANT.**

Thanks a lot for this, **YOU'VE SAVED THE DAY.**



**Yes, looks great!
Can I book a FREE
15min Strategy Call?**

Book a chat



**Looks so good!
I know someone who
would love this!**

Refer a friend

**This could be good!
But I'd like some
more information?**

Visit online

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