



SHOPPING TV PRODUCTION TEAM BUILDING DAY

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LIGHTS! CAMERA! ACTION!

Presenters - Director - Producer - Vision Mixer - Lighting Director - Sound - Camera Operators - Production Assistants - Floor Manager - Runner

This is the team that produce the content that you see on your TV.

Working together in our fully equipped studio, your sales force could produce a piece of video for your product or service and understand the importance of getting the message to your customers whilst appreciating the need to work as a team.

Selling on Television

During the day we look at the fundamentals of selling. The features and benefits of a product or service and what that means to your presentation and your sales figures

Split into two teams, the delegates, will be given a product by us, or your own product, and specific tasks will be given to the delegates as members of the studio crew. They will be taught how to do a piece to camera, how to operate the equipment on the studio floor and in the gallery and the importance of features and benefits.

This unique and enjoyable experience reinforces the need for all team members to be involved and engaged in team work - teams work best when everyone contributes - which means no passengers. All team members have the opportunity and incentive to contribute and participate in the studio activities, and ultimately the team's success.

The day combines training, development, team-building, communications, motivation and planning. Participation and involvement of staff increases the sense of ownership and empowerment, and facilitates the development of organisations and individuals. The TV workshop is effective in managing change and achieving improvement, and particularly the creation of initiatives, plans, process and actions to achieve particular business and organisational aims.

The day is also great for breaking down barriers, improving communications inside and outside of departments, and integrating staff after acquisition or merger.

TV workshops are very effective for training too - workshops encourage buy-in and involvement more than conventional training courses because they are necessarily participative, and the content and output are created by the delegates. Also, the relationship between workshop facilitator or workshop presenter and delegates is participative, whereas a 'trainer' is often perceived as detached, and the training material 'not invented here'.



The buyer buys the seller, not the salt.

Cost

This one day course is great value for money at just £100.00 plus vat including all course notes and refreshments
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