



Case Study: Video for awards ceremonies- Walsall Council

The Mayors Annual Civic Awards ceremony has been taking place at the Bescot Stadium since 2003. Each year approximately 30 finalists are chosen in various categories to compete for the prestigious awards given for outstanding achievements within the community.

In 2005, Walsall Council approached Bob Sanderson, prior to him forming Voxvision Video Productions Limited, to see if it was viable to produce a one-minute voiced over video biography for each of the finalists, outlining the achievements that lead to their nomination. It was intended that these short videos would be shown in true 'Oscar' fashion on the night.



Bob accepted the challenge, which involved contacting all of the finalists to make appointments, sensitively videoing people, some of whom had undergone harrowing life experiences, scripting and performing the voice-overs, taking still photographs for the event programme and then editing the videos onto a DVD that could be played by the audio visual company engineering the event. All of this had to be undertaken within a very tight time scale.



The award categories are very diverse which meant that whilst some individuals were videoed in their homes, others were seen at their place of work, which meant videoing in environments such as schools and colleges, tenants and residents associations, crisis centres as well as businesses and public services, each environment and nominee requiring individual consideration and understanding.

Bob Sanderson's diverse business background and people skills ensured that the process was carried out without fuss, hindrance or upset to those involved. Both Walsall Council and the nominees hailed the resulting DVD as a great success with VoxVision being re-commissioned to provide video content not only for this annual event but also for the council's annual Team Awards ceremony.



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