



## Video Brief for Fellowship Application

### Objective

Create a video that introduces yourself and your idea to solve a social issue for care-experienced people. This video is a chance for you to showcase your passion, creativity, and the potential impact of your project.

### Video Length

Your video should be no longer than 5 minutes in duration.

### Content Guidelines

1. Introduction: Start by introducing yourself. Share your name, current role, and the local authority you represent.
2. Your Idea: Describe your innovative idea to address a social issue faced by care-experienced individuals. Be concise and clear about what your project aims to achieve.
3. Why: Explain why you are passionate about this idea. Share your personal or professional experiences that have led you to this point. What motivates you to make a difference in the lives of care-experienced people?
4. Impact: Discuss the potential impact of your project. How will it benefit care-experienced individuals and the broader community? Highlight any outcomes or changes you hope to see.
5. Passion and Enthusiasm: Show your passion and enthusiasm for your idea. Let your personality shine through and convey why you are the right candidate for The Care Leaders Fellowship Programme.

### Video Production Tips

- Use clear and concise language.
- Ensure good audio quality. Use a quiet space & consider using a microphone.
- Make eye contact with the camera to connect with your audience.
- Be creative but stay focused on the content outlined in this brief.
- Edit your video for clarity and brevity.

### Video Production Tips

Please upload your video as part of your fellowship application along with your written submission. Ensure that your video is accessible and can be easily viewed by the selection panel.

Remember, this video is your opportunity to make a strong impression and showcase your commitment to making a positive impact on the lives of care-experienced individuals. Good luck!