WEB TV

BACK TO BACK

Program description

The "Back to Back" program allows you to discover a professional sector thanks to a professional who presents two different jobs in this sector. A series of questions is used to differentiate between the two occupations. The interviewee holds up a sign with the two occupations written back to back and turns it to reveal the occupation that corresponds to the question asked.

Thematic fields

- Training
- Guidance
- Employment

Objectives of the program

- Discovering professions and deconstructing clichés about certain professions
- Opening the field of possibilities in terms of guidance and retraining

Length of episodes

3 to 6 minutes

Related documents

- Print template for the sign

Step 1: Preparation and video script

Duration of the step: 1h - 2h

- **Identify the participants**

The choice of the participant is free, he or she must be familiar with the similarities and differences between the two professions you wish to present.
When contacting them, specify the time of the shooting: 30 minutes - 1 hour.

- **Write the episode**

First of all, remember the objectives of the program:
  - Discover professions and deconstruct clichés about certain professions
  - To open the field of possibilities in terms of guidance and retraining

Each episode begins with the same sentence expressed by the voice in :
"Hello, welcome to the Back to Back program, which introduces you to multiple professional sectors, through different jobs."
Then the participant introduces himself or herself in the same way:
"Hello, I'm ... (name) and I'm going to present you the differences and similarities between the jobs of ...... (job 1) and of ...... (job 2)."
Systematically use the 4 questions below:
What are the longest studies?
What is the most sought-after occupation by employers?
Who has regular working hours?
Who has the most opportunities for professional growth?
You ask these questions in the order that suits you best and complete them with questions specific to the professional sector you are presenting. Do not exceed 10 questions.
Think of an offbeat question at the end that will make the participant and the audience smile.

- **Identify a shooting location**

Find a well-lit, quiet, enclosed area where no one will be walking by during the shoot.
Make the participant comfortable on a chair or armchair behind a clear table or desk with a cup on it and a small plant or bouquet of flowers (natural or artificial).

Step 2: Scenography set up and image
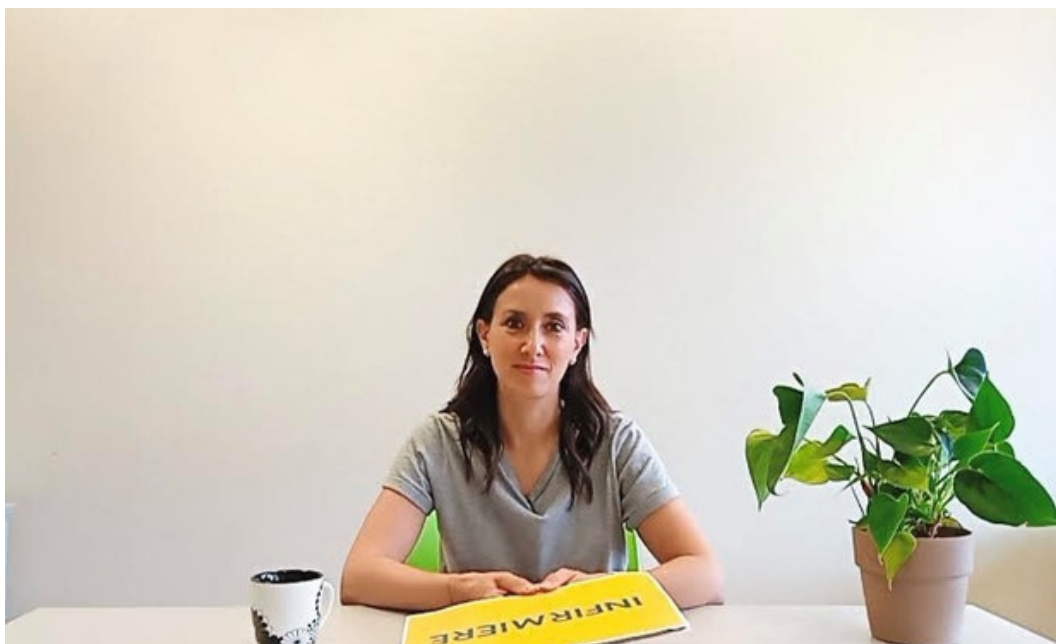
Duration of the step: 10-20 minutes

- **Necessary equipment**

Image	• Smartphone • Tripod or stabilizer
Sound	Lapel microphone with or without cable. If wired, you may need an extension cord.
Light	Natural light
Accessories	• A chair or an armchair, a table or a desk, a cup of coffee or a mug, a small plant or a bunch of flowers (natural or artificial) • The sign, which you will have prepared beforehand with some strong cardboard, glue and a printer to print the sheets to be glued on the front and back with the names of the two professions. The template is available in the appendix. • A sheet with the list of questions.

- **Set design**

Example:

- **Before you start**

Before participants arrive, make sure all equipment is working properly.
Checklist:
  - Print the image rights document
  - Make sure the stabilizer is charged
  - Make sure the cell phone is charged
  - Make sure the microphone is charged
  - Put the cell phone in airplane mode (same for other mobiles in the room)
  - Make sure the stabilizer works with the phone – sometimes you have to configure the phone to the stabilizer through the stabilizer application.
  - Make sure the microphone works well when recording

- **Installation of filming equipment**

Framing format	Landscape format – you should see the desk with the cup and flowers/plants and the participant's torso. Try to leave a neutral frame on each side of the video.
Camera distance	1,5 m from the participant
Camera position	Natural light
Video format	[9:16]
Video resolution	UHD or 4K

Step 3: Shooting

Duration of the step: 30mn - 1h

- **Preparation and briefing**

You can show the participant the questions in advance to make him or her feel more comfortable, or even include him or her in the preparation of the questions to identify the most relevant ones. Save the surprise for the last "offbeat" question. Let the participant handle the sign so that he or she feels comfortable during the shooting.

- **Shooting**

Once the welcome is done, set up the participant behind the table or desk.
Start filming the set-up already. This will provide extra footage for editing.
Hang the lapel microphone on the participant and test it with a recording on your phone.
Explain to the participant that you are going to ask him/her the questions he/she has read about beforehand. The participant should look at the camera.
Stand behind the camera and ask the questions yourself. You do not need a microphone because you are just behind the camera.
Wait 3 seconds before starting the program with: "Hello and welcome to the Back to Back program which introduces you to multiple professional sectors through different jobs."
Then the participant introduces himself or herself as follows: "Hello, I am …… (name) and I am going to tell you about the similarities and differences between the jobs of …… (job 1) and …… (job 2)."
Then you ask the questions provided. For each answer, the participant briefly elaborates on his or her answer (not to exceed 30 seconds).
Continue shooting for 3 seconds after the last answer.
The interview is a one-shot (you turn off the camera only at the end of the interview).

- **Post-shooting**

Take back the lapel microphone.
Make sure the sound of the video is working and send the video file to yourself via Wetransfer (or other) without delay.
Have the image rights document signed.

Step 4: Editing

Duration of the step: 1-3h (depends on your level of expertise)

Remove the blank moments at the beginning and end.
Keep the video as a one-shot.
If there are long white moments or moments of hesitation, you can cut them out.
If you have prepared credits, add them to your library in your editing software to add them at the beginning and/or end of the video.