

# Training Video Production Project

## THE CHALLENGE:

BPI was approached by a client who needed a pair of custom training videos created. This major pharmaceutical company wanted one video for operators and technicians outlining the basic best practices when working with hygienic seals. But they also needed a second version of that video which would be used to train Subject Matter Experts (SME's), including how to respond to operators on the floor who encounter problems in the production line related to hygienic unions.

## OUR SOLUTION:



BPI first met with the client face-to-face in order to gather information from supervisors and SMEs about how they go about addressing issues specifically related to hygienic gasket connections. Through a collaborative effort, BPI and the client outlined what the videos should cover, including the incorporation of client-specific standard operating procedures. No detail was too small.

For added value, BPI produced its own mini videos which were then included throughout the larger videos. Drawing upon our knowledge and experience, these mini-video were hands-on demonstrations and recreations of what technicians may encounter during production and what to do if things go wrong. But even more importantly, what to do so things DON'T go wrong. The "actors" were BPI technicians and interns.

Throughout the process, BPI kept the client in the loop so they could sign off on the content of the videos at various stages of production and make changes, if necessary.

## THE RESULT:

*The final videos were comprehensive and interesting depictions of information necessary to train operators and SMEs in a way that was a refreshing alternative to words on paper. The viewer now is able to get a first-hand look at actual situations and both trouble-shooting and trouble-preventing information. The operator video also included a multiple-choice test at the end to reinforce the information provided in the video.*

*For more information on testing and analysis or marketing claim support, please contact:*

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