

A Sponsorship Opportunity exists for your Company!

Promote your company in a GS1 Instructional Video!

Why should you participate in the video? Reach potential customers!

GS1 Training & Education

GS1 Global Office Training & Education's role is to support the local member organisations in addressing their identified training needs. By working with staff from MOs around the world, T&E can better project manage the solutions to address those needs as well as provide assistance and material which has a ready market and a value to our Member Organisations around the world.

Currently GS1 T&E is addressing common issues with an aggressive educational programme, one part of which involves instructional videos. International working groups have been formed in the recent past to develop and produce a number of Instructional Videos, aimed at addressing specific topics of interest and/or requirement.

Instructional Videos

Instructional videos are normally short segments of film, using both visual and voice to describe the "how to" process of a specific topic. With the explosion of computer technology and the use of the internet, this medium of training delivery has become very popular amongst the business community. It's convenient, it's quick and it's to the point.

Trainers who use instructional video report that their students retain more information, understand concepts more rapidly and are more enthusiastic about what they are learning. With video as one component in a training session, students often make new connections between curriculum topics, and discover links between these topics and the world outside the classroom.

The majority of MOs plan to use instructional video in formal classroom training sessions as additional aids, or make them downloadable to their users from their MO website.

Target Audience

The video will be freely distributed to all 111 GS1 Member Organisations and subsequently, to their users (membership of GS1 is in excess of 1 million companies). It will be in a format that can be easily viewed and/or downloaded from websites, hereby allowing easy access. It will also be viewable on DVD format, for use in classroom training or as a stand-alone module in online training offerings.

The video is aimed primarily at the users of the GS1 System although MOs will be encouraged to use the resource for training their new staff as well their alliance partners. Production will be done in English, with a facility to later translate, were necessary.

Sponsorship opportunity

GS1 offers our Solution Providers the opportunity to be the most exposed brand in the training video and to be prominently acknowledged in the opening and closing credits of the video produced.

- Opening screens will bear the GS1 logo as the main branding with the Sponsor logo as secondary branding
- Any views of retail floor space/scanners/products on shelves will be the Sponsor equipment and Sponsor premises (if applicable).
- Wherever the principles of good cinematography allow Sponsor equipment and branding will be visible in all shots where the equipment or environment is an appropriate part of the video scene.

- Closing credits will prominently acknowledge the Sponsor as the sponsor of the training material in the first credit screen that opens and the Sponsor logo will remain in a bottom corner of all credit screens.
- The closing screen will be a full screen shot of the Sponsor logo

Investment

We are looking for at least 3 sponsors.

An estimate of between € 20 000.and € 50 000 or as required to fund each production. This could be split between 2 or more co-sponsors.

Production companies in New Zealand, Europe and South Africa have been canvassed for price estimates and production proposals. Dependant on country of production, the costing could change.

Filming, as required by the script, will take place on the premises of the sponsors (or an alternative locale) at a time and place designated by them. It will be non-intrusive and will not interfere in the normal run of business.

Additionally, the sponsor may wish to offer assistance in kind (such as access to company design or production/operation facilities). Any such offer would be gratefully received.

The Topics

Completed storyboards and scripts have been developed for the following topics;

Learning Outcomes		
1	2	3
“Getting it Right” – First time, every time scanning	“GS1 Verification”	“The SSCC and Logistics Label”
Barcoding: why it’s necessary to “Get it Right”	Why verification is important	What is a logistic Unit
Using a quality control checklist for every product	Verification Equipment relative to GS1 symbologies	Why it is necessary to identify a logistic unit
How to identify a consumer unit correctly	GS1 Verification: Additional GS1 Requirements for compliance	How to construct the Serial Shipping Container Code
Where to locate symbols on a product	Technique of using a verifier	What the GS1 Logistics label looks like and the information on it - (Key attributes)
How to choose the correct orientation for a specific product	What the verifier measures	How to encode the Serial Shipping Container Code into a barcode symbol
What a Quiet Zone (Light margin) is	How to analyse the report and	How to use the Logistic

and how it works	suggest remedies for failing parameters	Label / SSCC in real live Supply Chain Management
What is meant by full bar height	How to correctly complete the GS1 Verification Report	
What is the correct range (ratio) of the symbol size for optimum scanning		
How barcodes can be colour adapted to fit in to label colour design		
Why a symbol needs good Contrast		
What are the most common printing issues		
How to maintain high quality barcodes (verification)		

Reporting Back

GS1 commits to keeping the Sponsor fully briefed on all stages of production and will advise the identities of all MOs that indicate an interest in using the material.

Contact us!

For more information, please contact;-.

Glenda Connoll
Project Manager: Training & Education
GS1 Global Office
glenda.connoll@gs1.org
+27 11 805 1338 (office)
+27 82 852 7314 (mobile)