

# **INNOVATION & ENTREPRENEURSHIP CHALLENGE**

**DETAIL OF CHALLENGE** **PROBLEM 4**

**Name of Company/Conference:** GTN (Growing the North)

**Website:** <http://www.growingthenorth.com/>

## **ABOUT GROWING THE NORTH**

The Growing the North Conference is the largest economic development conference in Northwestern Alberta/Northeastern B.C. and the Peace Region. Since it began in 2010, the Conference has become one of the most important regional events where municipal industry leaders and local entrepreneurs can network while they learn about innovation and economic development opportunities. The goal of the conference is to provide information and encourage discussion on a variety of industries that affect the economy of the Peace Region and Northwestern Alberta/Northeastern B.C. while offering opportunities for networking and communication among attendees.

## **CHALLENGE PROBLEM**

To produce a testimonial video of Growing the North 2018. This video will be used for the website, social media handles and paid advertisement for the 2019 Growing the North Conference.

## **BACKGROUND**

- The conference currently does not have any video that showcases the event
- The conference believe testimonial of the event will be a great marketing tool for enrolment and participation across the Peace Region
- The desire is to have testimonials of at least 10 past attendees

## **PROJECT**

- You will be working with past attendees of Growing the North that are willing to give testimonials (GTN committee should provide students with names and contact information of the right person to connect with)
- Make use of official logo for Growing the North; however, be creative in the music, background effects and the settings
- Options should consider the most cost-effective solution and have final output stored in a DVD format
- Maximum minutes for the video: Length of the raw video would be about 10 to 14 minutes and then edited down to around 3 minutes final.
- Make use of the most cost efficient location to get the filming done: Centre 2000 or GPRC or Evergreen Center.