

Film commissioning

Case Study 2

Video offers delegates more concise and interesting presentation

National Audit Office

David Finlay, Director of PFI Development, NAO

Looking to liven up an annual conference, David Finlay, Director of PFI Development at the National Audit Office (NAO), turned to policyreview.tv for the production of a video. The resulting film was used to give delegates a concise overview of key projects that would not have been possible via speeches and conventional presentation methods.

One of three directors overseeing the NAO's direction of examinations of private finance in the delivery of public services, part of David's role is to communicate issues and results to wider audiences. For the past six years he has been in charge of a conference that aims to enable delegates from central and local government to hear reports and presentations on typical PFI projects. This year he decided to change the conference format.

"The film was helpful as it enabled us to cover in ten minutes two major pieces of work, our recent report on PFI contract variations where filming was carried out at a school in Yorkshire and work we have been doing on risk management in MOD PFI projects where an interview was shot with the Head of the MOD's Private Finance Unit.. By covering our reports concisely within a short film it freed up time and created a very good introduction to a panel discussion that would otherwise not have been possible due to time constraints.

"We've had positive feedback from the conference delegates who found the film interesting. There may be further opportunities to use the film at other events in the future."

"...we chose to go with policyreview.tv because they seemed to meet best our criteria of understanding our requirements, familiarity with public sector issues and a competitive price. The people at policyreview.tv were good to work with, advising me on the format for the film, what it might cover and liaising with all the interviewees.

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