



Creative Services Video Production & Best Practice Guides



The
Consultation
Institute

Creative

A dedicated in-house service for the creation of compelling media, designed to support your activities.



About our Creative services

Our creative services provide support to our clients through digital means, such as video and document design.

Our aim is to support your activities in an effective and engaging manner, helping you better inform your stakeholders through video production, or upskilling your team through our bespoke best-practice guides and tailored resources.

We've worked closely with public sector organisations and the voluntary sector, and significant projects such as devolution deals and digital divide.

Our creative services are an effective way to reach your target audience, and we're on hand to help you achieve it.

Our client work

We are proud to work with many organisations in supporting their needs. You can view some of our work with them on our latest [showreel](#).



Working with you

We work closely with our clients to identify their requirements. Whether it's onboarding new employees, teaching a new skill, or informing a wider audience, our services are designed to deliver information in a clear, concise, and memorable manner.

At every stage of the production process, our experienced team collaborate closely to bring our clients' vision to life, ensuring that the end product meets their unique needs and objectives.





Video Production

Dedicated to developing engaging and informative content tailored specifically to creating effective learning methods, explaining complex ideas and informing your stakeholders about upcoming proposals for change.

We understand the importance of clear communication which is why we focus on producing videos that simplify concepts and captivate audiences.

What content suits your needs?

Explainer

An explainer video is a short film that aims to communicate how something works in a simple and engaging way.

They are typically used as an informative, internal resource but can also be utilised as marketing videos to demonstrate the benefits of a service, process or change.

Through the use of animation, graphics, and storytelling techniques, explainer videos capture the audience's attention and keep them engaged throughout the duration of the video.

Handbook conversion

Converting your internal handbook or processes to video helps organisations transform written content into engaging and visually compelling video presentations.

Convert difficult or lengthy content, such as toolkits, handbooks or guidance, into bite-size, concise videos that can be easily distributed and publicised.

Training and upskilling

A visual instructional tool designed to educate and train viewers on specific topics, skills, or procedures.

A well-designed training video serves as an effective tool for delivering educational content for viewers to acquire new knowledge and skills.

Consultation Video

Update and inform your stakeholders with a concise video explaining your upcoming consultation.

What is it? Why are you doing it? When will the consultation run? How can your stakeholders get involved?

What might you need to consider when creating a video?

Purpose

An explainer video is a short film that aims to communicate how something works in a simple and engaging way.

They are typically used as an informative, internal resource but can also be utilised as marketing videos to demonstrate the benefits of a service, process or change.

Through the use of animation, graphics, and storytelling techniques, explainer videos capture the audience's attention and keep them engaged throughout the duration of the video.

Audience

A visual instructional tool designed to educate and train viewers on specific topics, skills, or procedures.

A well-designed training video serves as an effective tool for delivering educational content for viewers to acquire new knowledge and skills.

Style

Converting your internal handbook or processes to video helps organisations transform written content into engaging and visually compelling video presentations.

Convert difficult or lengthy content, such as toolkits, handbooks or guidance, into bite-size, concise videos that can be easily distributed and publicised.

Key messages

Update and inform your stakeholders with a concise video explaining your upcoming consultation.

What is it? Why are you doing it? When will the consultation run? How can your stakeholders get involved?





Equalities

Under the Public-Sector Equality Duty, due regard must be given to the requirements of the Equality Act 2010. [S.149 of the Equalities Act 2010](#) states that public bodies must have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations. There are nine protected equality characteristics:

Consideration must be given to the potential impact any decision may have on groups of people with protected characteristics. This means we must take particular care to ensure that we seek the views of protected equality groups who are often 'seldom heard'.

- Additional guidance** - Click for [more information](#) on Equalities
- Learn more** - View our Equalities Pledge [here](#)
- Learn more** - View our video on Equality Impact Assessments

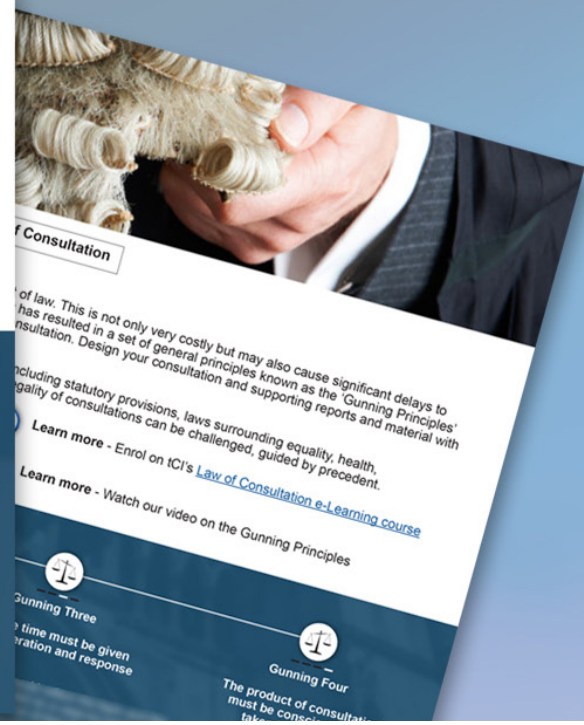
Equality Impact Assessments (EqIA)

Assessing the impact of proposed changes to policies, procedures, services and organisational change is not just something the law requires - it is a positive opportunity.

Stakeholder Mapping

Carrying out the six tests for stakeholder identification is an effective way to identify those you need to involve in the consultation (see additional guidance 'who to consult'). Mapping stakeholders on a matrix will identify their level of interest and influence, which will be useful in terms of managing how you communicate and engage with them throughout the consultation.

- Additional guidance** - Click for [more information](#) on who to consult
- Learn more** - Watch our video on Stakeholder Mapping
- Learn more** - Enrol on ICI's [Stakeholder Mapping e-Learning course](#)



Best Practice Guides

Creating a 'Best Practice Guide' will support staff across an organisation, who lead their own consultations with the support of the communities team. The handbook is designed to aid their understanding of the processes they need to follow within the organisation, offering step-by-step instructions or tutorials on various topics, tasks, or activities.

Working with you

We work closely with the client to understand their specific needs and objectives. The Institute will create a document, typically between 10-12 pages long, outlining good-practice processes and 'must-have' considerations when potentially undertaking a public consultation.

The document will be easy to follow and provide staff with a high-level overview of the process.

Customisation

On every guide we build, our aim is to ensure it looks like it's been designed by you.

We will incorporate your company logos, colours, images and other branding elements to ensure the document is truly yours.

Additional resources

Our guides go beyond the written word.

We can include explainer videos, links to your internal documents and guidance and any other form of instructional content to further support you.

Revisions and feedback

Working closely with the client, we solicit feedback and make revisions as needed to ensure that the final product meets their expectations.

This iterative approach helps to ensure client satisfaction and successful completion of the project.

“

What our clients say



“

tCI did a great job in converting our Consultation and Engagement Handbook for staff into clear, easy to follow videos taking us on the consultation journey using local and relatable examples.



“

It has been great to partner with the Consultation Institute and local Healthwatch again to create another course in response to requests from our network. Fantastic to work with and it felt like a genuine team effort.



“

An engaging and enjoyable toolkit for our colleagues. We are pleased to be taking advantage of The Consultation Institute's experience and expertise as we continue to improve our skills in this important area.



Contact us

info@consultationinstitute.org

01767 318350



The
Consultation
Institute