



**Cinemagic CEO Joan Burney Keatings MBE/ Cinemagic Marketing Claire Shaw** [www.cinemagic.org.uk](http://www.cinemagic.org.uk)

**Duration of activity:** unlimited- can be designed with internal employees to fit in with time scales- Film pre-production over 4-6 weeks but can dedicate set days. Film production 2-3 days

**Space/equipment required:** open to using space available in the business or external. Cinemagic supply equipment **Number of participants:** Unlimited **Cost** £8000

**Cinemagic** Based in Belfast, Northern Ireland, Cinemagic is a charitable festival for young people. The festival was conceived as a cultural antidote and a creative arena for self-expression for all young people during the Troubles. For 33 years the organisation has provided a vital outlet of independent cinema showcasing & promoting a programme that offers a unique window to the world. The sustained quality and considered nature of the festival's cultural programming and the calibre of industry events, guests and film showcases marks Cinemagic out as the premier youth arts organisation in Northern Ireland and Ireland. Cinemagic delivers festivals and productions in Belfast, Dublin, London, New York, Los Angeles. In 2022 Cinemagic embarked on its first project in the Middle East in Jordan. **Cinemagic's Promo:** <https://youtu.be/Hg8e2PvcTFg> **Cinemagic Reel** which highlights some of the recent films Cinemagic has produced in the last 5 years. <https://vimeo.com/658922938> PW: pass100

**Project Idea: Promotional Film for Marketing and Recruitment/Business Development departments to attract new employees.** An example of a recent project like this was the delivery of Allstate Short Film to attract new entrants to the IT Sector - Cinemagic produced a promotional trailer about employment in Allstate. The promotional film was utilised across both Allstate and Cinemagic's various marketing platforms. A crew of 5 young film makers interviewed key personnel from various departments in Allstate. The crew asked them about their job roles, what the company offers / the benefits / how they decided Allstate was the company they wanted to work for/ Did they come straight from school? / career progression / Allstate CSR policy/ Importance of Code Clubs in schools/Environmental Policy. Via a press call Cinemagic recruited 5 young film makers, aged between 16-25 years to produce the 5 minute piece around this topic engaging with local tertiary bodies and students who were studying film/ moving image. Under the guidance of industry professionals, the young people had the opportunity to be part of a professional working environment on set and had a dedicated opportunity develop their skillset. **Link to Cinemagic Allstate video -** <https://vimeo.com/696507360/812b32dde4>

**Supporting Re-connection:** The making of the video equipped Allstate with an invaluable piece of film for internal and external use as a marketing tool to attract new entrants to the IT sector. A sense of team was reinforced as colleagues worked on a new project, feeding in different ideas from marketing to business development to achieve a common goal. It upskilled a number of employees across the project in areas related to the creative industries, as they participated in a short video production from concept to completion, working closely with the target market of youth people throughout the process. It developed employee's skills in media presentation, communication skills, pitching, teamwork. It contributed to personal development for employees giving them an opportunity to talk about and acknowledge the health and wellbeing merits of being employed at Allstate and communicating this to a wider audience as part of a recruitment drive and telling the 'story' of Allstate. It contributed to Allstate's social responsibility by illustrating an investment in young people and new talent. It contributed to Allstate's commitment to investing in the well-being of staff both by highlighting the benefits of being an employee as well as giving the staff a chance to work on something that was creative, fun and meaningful with added value for the stakeholders.



**Cinemagic CEO Joan Burney Keatings MBE/ Cinemagic Marketing Claire Shaw**  
[www.cinemagic.org.uk](http://www.cinemagic.org.uk)

**Duration of activity:** unlimited- can be designed with internal employees to fit in with time scales- Film pre-production over 4-6 weeks but can dedicate set days. Film production 2-3 days

**Space/equipment required:** open to using space available in the business or external. Cinemagic supply equipment

**Number of participants:** Unlimited **Cost:** £8000

**Cinemagic** Based in Belfast, Northern Ireland, Cinemagic is a charitable festival for young people. The festival was conceived as a cultural antidote and a creative arena for self-expression for all young people during the Troubles. For 33 years the organisation has provided a vital outlet of independent cinema showcasing & promoting a programme that offers a unique window to the world. The sustained quality and considered nature of the festival's cultural programming and the calibre of industry events, guests and film showcases marks Cinemagic out as the premier youth arts organisation in Northern Ireland and Ireland. Cinemagic delivers festivals and productions in Belfast, Dublin, London, New York, Los Angeles. In 2022 Cinemagic embarked on its first project in the Middle East in Jordan. **Cinemagic's Promo:** <https://youtu.be/Hg8e2PvcTFg> **Cinemagic Reel** which highlights some of the recent films Cinemagic has produced in the last 5 years. <https://vimeo.com/658922938> PW: pass100

**Project Idea: Bringing internal communications to life:**

You can work closely with Cinemagic's creative event and filmmaking team to raise awareness of an internal communications campaign among employees and bring this to life through film and moving image. An example is a Cinemagic and Bank of Ireland recent project that focused on bringing knowledge about financial wellbeing and financial literacy to life through film. Cinemagic engaged with Bank of Ireland employees on how employees could feel extra motivated to deliver their financial wellbeing objectives to the youth market- moving away from the 'death by power point' strategy. The aim was to appeal to young people aged 12-25, empowering them to effectively manage their money through knowledge and simple steps. The aim of the film produced was to inspire, educate and motivate young people to feel confident and see budgeting as a smart option within every aspect of their lives.

**Supporting Re-connection:** The making of the video equipped employees with a new angle on internal communications, thinking differently about the needs of their audiences and stakeholders, and providing new ways to meet business objectives that were both fun and results focused. A sense of team was reinforced as colleagues worked on a new project, feeding in different ideas from marketing to business development to achieve a common goal. It upskilled a number of employees across the project in areas related to the creative industries, as they participated in a short video production from concept to completion, working closely with the target market of youth people throughout the process. The process was hybrid, with both office and remote working, and the activity that was office based enabled employees to interact together in the office to draw on the strengths of face-to-face communication and the merits of a sense of place. Creative venues used included the Strand Arts Centre, again merging the creative and business worlds to

Link to video [Bank of Ireland UK & Cinemagic 'Financial Wellbeing' - Captioned - YouTube](#)