



Objective: To showcase your music knowledge and produce your own music video.

Have you ever wondered what it would be like to star in your own music video? Well it's time to test your musical repertoire, push your creative boundaries and unleash the superstar within! Are you ready to live the dream?

PROGRAM

"Ladies and Gentlemen.....Welcome to CC TV MUSIC AWARDS....."

As your delegates are divided into teams the air of expectation heightens. Each team will be assigned a 30 second song, a portable stereo, and a video camera; the rest my friends is up to you!

The program begins with a series of music trivia activities testing even the most accomplished critic. Teams will face off testing their musical knowledge across different genres ranging from Hip Hop, Rock, Country, Pop, Soul, and Jazz. Each activity will see teams vying for music points that will later prove invaluable as we get down the business end of the program.

As we move to the all important auction, your performance in the music trivia will either reward you with your choice of equipment or leave you playing catch up! Teams will have the opportunity to use their previously acquired music points to bid on a range of props and resources, and most importantly, the song with which teams will create their own music video!

It's time to unleash the super star within. Armed with your song and what ever bonus items you have been able to acquire, teams will be given their portable stereo, video camera and the license to get creative. A vast array of back-up dancers, special effects, lighting, filming crews and digital editing equipment will not be available to you! Instead you will be challenged to shoot your music video in one shot from start to finish. You can have as many attempts as you like but you must produce one clip that will exceed all expectations and conquer all others!

As teams report to the Idol Arena the judges will be ready to critique the creative from the norm and the professional from the amateur as each music video is played for all to see. As the judges ready their feedback and mark their scores there is nothing you can do but sit back and enjoy the show. All that remains to be seen is who will be crowned Corporate Challenge MUSIC AWARD CHAMPIONS!!!!!!!

KEY PROGRAM OUTCOMES:

Creativity – Identification of company values – Time Management – Role Delegation

