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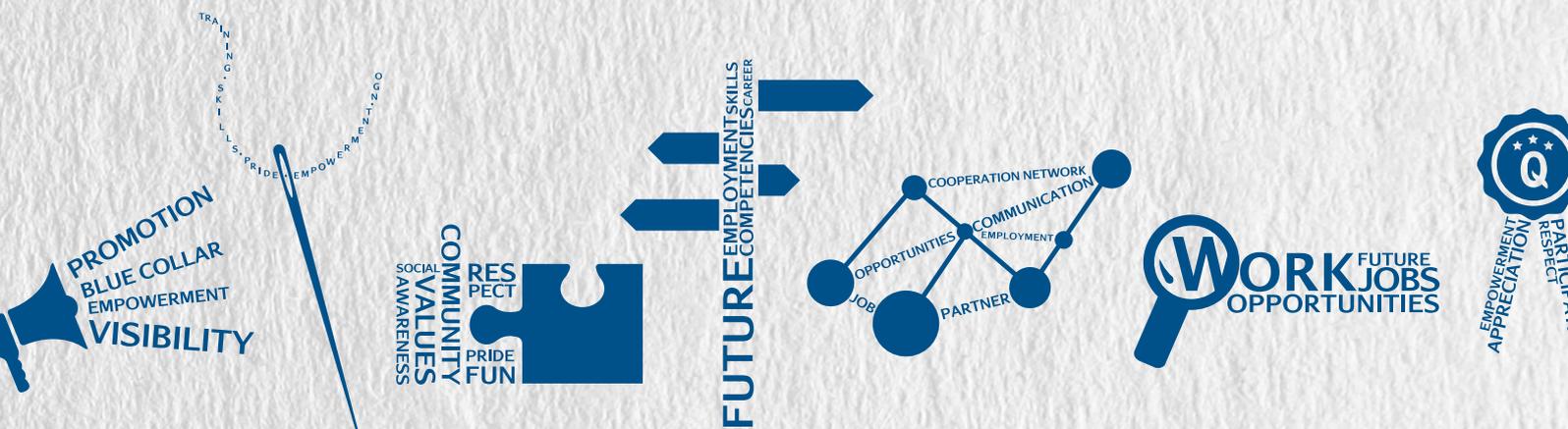
DEUTSCHE ZUSAMMENARBEIT

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8.18 HOW TO DISSEMINATE DOCUMENTARIES AND IMAGE FILMS THROUGH DVD



HOW TO DISSEMINATE DOCUMENTARIES AND IMAGE FILMS THROUGH DVD



What Is It Useful For

Promotional material that is more attractive and long-lasting than a flyer; the project sending their potential partners a CD or a DVD is sure to stand out.

Dissemination of the documentary itself as well.



When To Use

Just like a flyer, it should be available for any distribution but more heavily distributed in open days' events of TVET or pre-TVET schools for example, or business exhibitions to attract companies towards TVET.



How Long Does It Take

Time should be allocated to the design of the box, finding a provider and the printing time. Probably 2 weeks minimum.



Target audience

The schools, the private sector and various events where the students can be reached.

The schools and the administration of the Directorate General of Technical Vocational Education and Training should be the main distributors as they are in contact with the parents, the private sector, potential students, potential donors etc.



Examples

The DSME project has printed 1000 copies of the DVD a year ago. The printed version is both in English and Arabic on the same DVD.

They were shared with the people who were in the video (a few copies for each), all the partners, several copies for every school, and several copies in the project's information points – a lot were distributed during events or when visitors came for enquiries.



What Is Needed

First of all, the documentary itself of course.

- A design for the cover of the DVD box by a designer
- A design on the DVD itself
- A printing house that is willing to burn the DVD and print the cover

The budget can vary from 1 USD per DVD to more than 3 USD per DVD (including the burning) depending on how sophisticated the box is. The design itself can vary from 200 USD to more than 600 USD.



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Agree on a design with the designer: the title, a small text to explain what is shown on the DVD (agree on language), the logos, the contacts, the pictures etc.
- Find a provider for the printing and the burning of the DVD.
- Agree on the amount to be printed – depending on your distribution strategy.
- Check a proof of the outcome and comment if necessary.
- Once printed, start with sharing with the people, who were in the video FIRST, then the partners, and then your target audience (schools, exhibitions etc.).
- Keep a stock to distribute when various events occur or when you have a visitor or a meeting.

