VIDEOCALL AND PHOTOCALL — SCHOLARSHIP AWARDS CEREMONY 2014/15

18th November 2014

Objectives and procedure
Videocall and photocall — Scholarship Awards Ceremony 2014/15

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Context
The purpose of the project is to obtain as many testimonials from students and donors to illustrate the communication used to raise funds for ESADE’s Scholarship Programme.

The best way of convincing people to give to or otherwise collaborate in the Scholarship Programme is to reveal the stories of donors and grant recipients. Such an approach goes beyond the figures and forges identification with the Programme.

Instructions
We want to seize the opportunity presented by the Scholarship Awards Ceremony on the 18th of November and get recipients and donors to give their views on the Scholarship Programme.

Logistics
1. A list of questions is given below. Some of these questions are directly linked to the Scholarship Programme. Others are more tangential but highlight the differences between those interviewed and diversity as a key value for both ESADE and the Scholarship Programme.
2. As participants, you should prepare your answers to these questions before the Scholarship Awards Ceremony.
3. Time constraints mean that participants should answers at least one question but no more than two.
4. The videocall of students will take place before and after the ceremony.
5. Please confirm your participation in the project by e-mail: theesadechallenge@esade.edu

Please confirm your participation in the video-call by e-mail to: theesadechallenge@esade.edu

The questions
The videocall and the photocall must cover as many kinds of scholarship students as possible with a view to reflecting the diversity of those studying at ESADE thanks to the Scholarship Programme. All answers are valid and the different perspectives of the Scholarship Programme will help in drawing up better arguments for finding new donors.
Questions bearing directly on the Scholarship Programme

- Why do you think that it is important for ESADE to have an impressive international Scholarship Programme?
- If you had not received a scholarship, would you have been able to study at ESADE?
- As a student, what can you do to foster the Scholarship Programme?
- What would you say to an ESADE alumnus/alumna to encourage him/her to donate to the Scholarship Programme?
- What is your moral commitment to the Scholarship Programme?

Questions tangential to the Scholarship Programme

- What makes you special?
- Do you have a dream for the future?
- Tell us your first story in ESADE?
- What do you remember about the first interview for a scholarship?

Do not hesitate to send us an e-mail if you have any suggestions or questions: theesadechallenge@esade.edu

The audiovisual recordings will be edited in video and will only be available through ESADE channels as community materials supporting the ESADE Challenge for Talent campaign and the ESADE Scholarship Programme.

Photocall

We will take advantage of the event to record testimonials and to take photographs of the participants for use in the ESADE Challenge for Talent communication campaign.