Building an authentic EVP video library for long-term impact

Workshop Exercise

What are your three biggest candidate challenges?

01

1. _____
2. _____
3. _____

What information would positively impact results?

02

1. _____
2. _____
3. _____

Who is the best person to deliver the information?

03

1. _____
2. _____
3. _____

How would you deliver the information to candidates?

04

1. _____
2. _____
3. _____

How would you measure the results?

05

1. _____
2. _____
3. _____

SparcStart