**ANNEX X**

**CASE STUDIES**

**Scenario 1 : Creation of a Prezi presentation**

1. **Tasks**

The case study comprises the creation and design of Prezi presentation in English promoting CEPOL’s work. The objective is to promote CEPOL’s work as training institution supporting the EU priorities in the field of security. It should explain why CEPOL’s activities support the EU priorities in the field of security, how to structure the Prezi, the length of the Prezi, the working method and how to prepare an original visual concept.

**The case study should include the following:**

* An outline of the approach and methodology (no more than 3 000 characters).
* A detailed description of the work organisation, including the cooperation with CEPOL, the timeline and the distribution of tasks for each step of the project (no more than 3 000 characters).
* The structure and length of the Prezi presentation.
* The key messages that will be presented.
* A dummy including a description of how an original visual concept fitting the key messages will be prepared and samples of previously prepared Prezi presentations.
* A dissemination strategy plan with KPIs and elements for evaluation (no more than 3 000 characters).

Please note:

* The tenderer shall use the mission and vision of CEPOL published on CEPOL website ([www.cepol.europa.eu](http://www.cepol.europa.eu)) as basis for the scenario.
* The tenderer does not have to actually produce neither the presentation nor the visual concept and no original graphic material shall be submitted.

**Scenario 2: Production of an animated video to promote a CEPOL activity**

1. **Tasks**

The case study comprises the production and dissemination of a 2-minute animated video in English promoting an activity organised by CEPOL. The objective is to promote CEPOL’s work as training institution supporting the EU priorities in the field of security. It should explain why the organised activity supports the EU priorities in the field of security, how to write a convincing scenario and how to reach the targeted audience.

**The case study should include the following:**

* An outline of the approach and methodology (no more than 3 000 characters).
* A detailed description of the work organisation, including the cooperation with CEPOL, the timeline and the distribution of tasks for each step of the project (no more than 3 000 characters).
* A dummy including a script and a storyboard proposal for the 2-minute video.
* A dissemination strategy plan with KPIs and elements for evaluation (no more than 3 000 characters).

Please note:

* The tenderer shall use one of the activity published on CEPOL website ([www.cepol.europa.eu](http://www.cepol.europa.eu)) as basis for the scenario.
* The tenderer does not have to actually produce the video and no audiovisual material shall be submitted.