



Creating your case study for Springboard

What is a case study?

Case studies are a powerful tool in helping to showcase the industry, what we do here at Springboard and how we can help others. People want to hear and see real life stories and successes.

You can choose to provide any or all of the following type of case study:

1. A short testimonial with an image
2. A video (20 - 30 seconds)
3. A written account of your story and background with an image

Why does Springboard need case studies?

Case studies are a collective, positive voice, used to inspire the next generation of hospitality professionals. They also encourage existing hospitality professionals to become a Springboard Ambassador.

Tips

Taking your image:

- If possible, get somebody else to take it
- Choose the right location, ensuring it is relatable to the industry. This could be you at work or a simple headshot
- Use flattering lighting. Avoid dark spaces - natural lighting is the best
- Don't choose a cluttered background, keep it simple
- Think about your posture
- Dress appropriately – your uniform is a great option!
- Shoot a video case study- please see separate video guidelines

Write a testimonial or a written account:

- Tell us who you are, your current workplace and job title
- Provide some background into you
- Let people know how and why you joined the industry
- Mention the opportunities you were given
- Reflect on what you have learnt, your achievements and how the industry has shaped you so far
- Provide some top tips for anyone wanting to enter the industry – be enthusiastic!

Example:

"I love working in the hospitality industry as it is the best way to work with a wide range of people. You can progress your career quickly in various departments and move easily to gain skills and experience. I would encourage people to come and work in the industry as it is rewarding, no two days are the same and above all it is a fun place to be!"

Anne Harvey, Learning Manager
Jurys Inn & Leonardo Hotels UK and Ireland



Send us over your case study!

If you are able to send over your case study, please email Lucy, our Ambassador Project Lead on: LucyB@springboarduk.org.uk

Thank you for your support!



Simple tips for filming a video for using a mobile phone

Film in landscape

- ☒ Please put your phone on its side before pressing record

Lighting

- ☒ Avoid backlight – don't stand in front of strong light, such as a window
- ☒ The more light on the subject the better – you may want to use additional lamps to set your scene
- ☒ **60 frames per second / 1080p (optional).** If you can navigate through the settings of your phone, then shooting at 60 frames per second gives some more options in the edit; for example, it allows us to slow things down

Framing

- ☒ Make sure you and anything else that is important is in the middle of the frame
- ☒ Please don't use the digital zoom (you will lose picture clarity)

Sound

- ☒ Make sure sound is turned on

The little microphone on a standard set of headphones is usually good enough for conducting a talking-heads interview and certainly better than no microphone at all.

Attire

- ☒ Opt for smart & professional
- ☒ Wear your work uniform if possible

Additional tips for filming

Avoid echoey rooms if possible • Natural light is better than artificial light • Ensure background noise is kept to a minimum e.g. turn off your radio/TV • Keep your filming space tidy • If you are filming at night, use as many extra lights as you have available – don't just rely on strip lights .