



Boston College Center for Work & Family

CWF 20th Anniversary Celebration

2010

*Next Generation Work-Life:
Celebrating our history, envisioning our future*

Work-Life Video Showcase

We would like to invite you to submit a work-life video for the **Center for Work & Family's 20th Anniversary Work-Life Video Showcase**.

Positive work-life programs and policies have been increasingly linked to improving the company's reputation, employee engagement and retention, and ultimately the bottom line. For this reason many companies are mobilizing their communications efforts to share the message about their exceptional programs both internally and externally. Videos are one communication tool which can clearly demonstrate the positive impact of each company's work-life programs and culture for their business and for their employees.

The CWF 20th Anniversary Work-Life Video Showcase will be a celebration of the work-life achievements of our corporate partners and our collective efforts in moving the field forward. All videos submitted will be reviewed and posted on the CWF web site via the BCCWF YouTube Channel where peers and professionals can view them at their convenience. At the CWF 20th Anniversary Celebration and Gala – to be held September 30 in Boston – all videos will be showcased during our cocktail hour for the work-life professionals, honored guests, and thought leaders in attendance.

We expect the videos will stimulate new thinking around this innovative way to communicate success with building the business case and demonstrating the broad impact of work-life in all areas of the business including cultural change, wellness, diversity, talent management, and corporate social responsibility.

Submissions: We request that videos of broadcast quality of up to 3 minutes in length be submitted on DVD only by members from January 1, 2010 through September 1, 2010.

YouTube can accept almost any video format for upload, but for most users the following settings give the best results.

- Video Format: H.264, MPEG-2 or MPEG-4 preferred
- Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)
- Resolution: 640x360 (16:9) or 480x360 (4:3) recommended
- Audio Format: MP3 or AAC preferred
- Frames per second: 30
- Maximum file size: 1 GB

Mail your submission to:

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USA

If you have questions contact Danielle Hartmann at 617-552-0228, email danielle.hartmann@bc.edu.