

Premise

Description

“Following a group of pupils taking their CBT training I want to encourage the audience to take a CBT with ideal driver and rider training”

Style

“Colour documentary video in the style of ‘fly on the wall’ with some audio commentary”

Audience

“Keen motorcyclists, ranging from 17 years +”

Synopsis

Introduction

Audio: “Welcome to Ideal School of Motoring CBT training..”

1. **Visual:** Front of ideal with pupil coming into shot and opening the door to ideal.
Audio: Real-life audio.
2. **Visual:** Inside reception booking CBT with Marion, conversation discussing CBT. Pupil turns and leaves ideal happy/smiling.
Audio: “To book a CBT with Ideal, contact us by phone, email or drop into our office on Midland Street, Hull”
3. **Visual:** Classroom lesson, instructor on introduction to CBT. Pointing to the board and speaking to the class. Cut to students sitting in class nervous, watching and listening to the instructor.
Audio: “Your day will start in the classroom to outline areas of the Highway Code and to prepare you for off road training”
4. **Visual:** Instructors helping pupils up and down the pad during off-road training. The handling of the pupils will show the instructors are now in control and as the main protagonists of the story are the pupils, the beat will change from the happy confident scene when booking the test to this scene, where it will show they are out of control of the situation.
Audio: “We offer a safe off-road environment close to the training center to safely learn how to ride your bike”
5. **Visual:** Back to classroom lesson. Instructor listening to the class as they answer questions. This is where the beat will change again, pupils will appear more confident and in control answering questions. Instructors are still in control, but this is gradually decreasing as the pupil becomes more confident.
Audio: “Understanding theory is important before heading out on the road”
6. **Visual:** Instructor marking papers and shaking hands with a pupil
Audio: “A small assessment of your theory knowledge has taken to show your understanding of general road usage.”
7. **Visual:** Pupils riding out of the screen.
Audio: “We wish you a happy and safe journey and hope we have prepared you for your life on the road.”

End

Ideal School of motoring logo comes on screen.