

Voice-over narrative for BSI SA – new Training Academy premises in Menlyn

Compiled by Wordwellness (Renier Bezuidenhout)

YouTube link: <https://youtu.be/64fX3UcpdF4>

Notes:

- Cannot go into greater detail about specific standards methodologies, certification, types of training on offer, etc. etc. That won't work in this vid – it's too short & would seem out of place.
- The main focus should be on:
 - 1) establishing the new training premises in SA
 - 2) establishing BSI as a global leader in standardisation suites
 - 3) specifically talking to the premises
 - 4) emphasising that BSI can help your business achieve greater operational success

(Suggestions in GREEN)

00:00 – 00:11 *(from start of short animation going into the visuals intro)*

“Over the past 100 years, the British Standards Institution has become a global leader in developing standards that set new benchmarks for organizational best practices...”

00:12 – 00:23

“Since the establishment of BSI South Africa in 2015, and having quickly grown from a staff compliment of three to over thirty, BSI has now launched its South African Training Academy...”

(ends on the BSI Training Academy logo on glass window... thereafter, a 1 sec voice break allowing the announcement to sink in with viewers)

00:24 – 00:41

“Located in the award-winning Park Lane West in Pretoria, The Training Academy will further drive BSI's goal of creating a more resilient world by showing businesses how to improve performance and competitiveness, how to optimise growth, and how to reduce risk...”

(ends on pic of slippery concrete floor, magazine rack on the right... followed by short 1-2 sec breather)

00:43 – 00:57

(starts where a door opens to a compartmentalised space with a couple red shirts in background; stops just before space for animation pics)

“Opening the door to business excellence, expert certifiers and educators provide you with insider knowledge in choosing the right management suite to unlock your company's true value potential...”

00:58 – 01:11

(voice-over for middle space of animation pics – goes slightly into where the visuals commence)

“With a keen awareness of South Africa’s corporate society, BSI’s unique-phased-approach to standardisation drives clients wherever they find themselves on their journey toward organisational resilience...”

01:12 – 01:36/01:38

(Emphasis needs to be placed on these stats, and through not voicing this part too quick + subtle pauses after each stat affirmation. Afterwards, a 1-2-second breather which leads into the next time frame voicing BSI’s philosophy on work spaces.)

“With 90 offices in 31 countries, in 2021 BSI published over 3100 standards, while during the past 12 months the standards body trained over 200 000 delegates. (short breather) Together, BSI’s clients account for 83% of the Financial Times Stock Exchange 100, 53% of America’s Fortune 500 and 81% of Japan’s Nikkei index.”

01:39/01:40 – 01:58

“The Training Academy’s state-of-the-art premises attest to BSI’s philosophy that any training environment should complement one’s wellbeing and productivity... The inviting, environment-friendly spaces are digitally-wired and make use of the latest smart technologies to drive efficiency and sustainability...”

02:00 – 02:24

(close goes into final animation)

“In these uncertain times, we need to keep rethinking and refining our approaches and systems that enable operational excellence. No matter which industry you operate within, BSI wants to support you on your journey toward becoming the best you can be.”

ENDS