

### TREATMENT

PROJECT	Alef Education_UK_CBSGTL098_PM_20200929
COMPANY	Alef Education
SHOOT DATE(S)	December 2020
LOCATION	TBC

### PRODUCTION TEAM

POSITION	NAME
PROJECT MANAGER	Gino Rogue
PRODUCER/DIRECTOR	Liam Hind
WRITER	Elizabeth Greatrex

### CLIENT DETAILS

POSITION	NAME	EMAIL
Marketing and Communications, Events, PR and Social Media Expert		

### PROJECT OVERVIEW

FOCUSED THEME	SUPPORTING THEME 1	SUPPORTING THEME 2
Alef Education's pioneering role within the education sector working to cater to 21 <sup>st</sup> Century Learners.	Distance Learning, A New Era of Teaching and Technology.	Contributing to a significant change in the way that education data is collected and utilised.

#### NARRATIVE SYNOPSIS

This film will present Alef Education as an innovator of the education sector, who is leading the way in transforming how students learn and teachers communicate through leading-edge technology.

Education. It is arguably, *the* most important industry in the world. Receiving a quality education is a key social and cultural right for every human being. But, as we navigate our way through the ever-changing 21<sup>st</sup> century, in-person, classroom-based learning is no longer enough to cater for the wide range of different learners and teachers out there today.

If we are to ensure that our children, grandchildren and greatgrandchildren grow up in a world where their education is never compromised, then personalised, digitalised learning is *most certainly the way forward*. Learning experiences for the 21<sup>st</sup> Century should engage school students, help them learn in a manner that is best suited to them, and should above all, unleash their individual potential in preparation for their careers and lives ahead.

Alef Education will be introduced through interviewees conveying the overall message and ethos behind the company through a quote that Sheikh Zayed, the founding father of the UAE once gave about education: *"education is like a lantern that lights your way in a dark alley"*. This should give interviewees the opportunity to talk about the background and history of the company, and the motivation and meaning behind its inception: *to transform and personalise the way students learn to allow them to achieve the best possible results*.

Interviewees should discuss the fact that, as one of the very first players in the market to pioneer a holistic and primary education model across all core subjects, they are completely transforming the entire education eco-system for schools around the world. Interviewees should delve into why this is so important in modern society, using examples like Covid-19, and explaining how this crisis led to the need for distant learning for the 1.5 billion students stuck at home due to school closures.

Having established the growing need for companies such as Alef Education in modern education, examples of how the company are pioneering and promoting education technology and personalised learning anytime from anywhere will be explored in the film using practical case studies.

### **Distance Learning using The Award-Winning Alef Platform**

Here, Alef Education's work involving distant learning will be explored and used to emphasise *the organisation's mission to ensure that education never stops, no matter what*. Interviewees will discuss how teachers have been able to hold virtual lessons through the Alef Platform; a forward-thinking learning programme with thousands of lessons published on it that promotes futuristic learning. Interviewees will explore the multitude of benefits available to students, teachers and parents alike from utilising this tool. They will explain that the Alef Platform is a smarter way of learning. Not only does it allow students the freedom to learn from anywhere at any time, but it also gives teachers the ability to transform from an instructor to a coach; observing the progress of students from their dashboard and giving virtual assistance, support and immediate feedback.

They will also make it clear that this way of learning is equally beneficial to parents and principals. Parents are actively updated on their child's lessons completions through the Alef guardian app, while principals of schools using the Alef Platform are effortlessly informed of the performance of each class and each student. This case study should be finished off by interviewees expressing their belief that this way of learning is the future of education, especially as we navigate our way through issues such as Covid-19.

Having delved into Alef Education's valuable work concerning distance learning, the film will then move into looking at how Alef Education's technology has changed the way teachers hold lessons and how this is also contributing to Alef Education's work in transforming the digital learning landscape.

### **A New Era of Teaching**

This case study will explore how the Alef Education system has significantly improved and updated the way that teachers provide lesson plans and teach their lessons. Interviewees will explain how Alef Education has completely dissolved the need for this type of work and resources (paperwork, grading, books, etc), and has replaced it with more efficient tools which effectively trigger intrinsic motivation for learning within the students themselves. The specific technology that Alef Education use in the classroom will then be explored as an example, and the benefits of this technology talked about. For example, this technology is preferred because it is easy to use, easy to work with, and provides optimised learning on a student-by-student basis. Above all, it gives students significant help with their future in terms of being able to develop skills for a 21<sup>st</sup> century job.

It should be emphasised through this case study that this way of learning does not just improve grades, but actively influences positive behaviour amongst students. It allows them a sense of independence and the chance to develop self-learning, while also leaning on the comfort blanket of the teacher's guidance when needed.

Moving on from portraying Alef Education's work through practical case studies, the film will then convey how the company have influenced education altogether in the wider sector. Interviewees should explain that Alef Education has ultimately pioneered a revolutionary education model that has completely enhanced and permanently changed the way students learn, the way teachers teach, and the way regulatory bodies can assess and refine curriculum and pedagogical approaches for mastery-based learning. There should be an emphasis here on how *Alef Education has made a difference* in terms of utilising real time data using AI to benefit *everyone* in the education system including teachers, principals and those taking care of admin. It should be made clear that Alef Education's pioneering technology allows those using it to gather their data daily and can use that to monitor how their students are progressing, and to identify areas that are in need of change within their curriculum itself.

This would be a good time for interviewees to discuss Alef Education's various partnerships, such as their partnership with the Ministry of Education to offer their flagship Alef Platform.

They should also mention that Alef Education's digital learning platforms are featured in UNESCO's (United Nations Educational, Scientific and Cultural Organisation) list of educational resources and are available for anyone who can benefit across the world, and that they are also doing their part to help contribute to schools, students and teachers displaced to due to the global education crisis caused by Covid-19, and therefore helping to support distant learning initiatives across the globe.

The film will then come to a natural conclusion, where interviewees will make the point that the introduction of this type of education technology and immersive learning means there is no going back to the traditional way of learning used in schools

for last few centuries. They will discuss their visions of the future; to try and find a way to build content that can adapt to multiple curriculum, while envisaging a future where internet access will be further reaching (90+% by 2030) - which would be able to bring world class education to anywhere in the world.

#### STYLE

The film will consist of:

- Contributor interviews
- B-roll footage
- Client library/archive footage (Where available and relevant)
- Music

Available with additional charges:

- Infographics & stats
- Drone footage

#### COMPANY/ORGANISATION INFORMATION

Alef Education is a leading K-12 education technology company based in the United Arab Emirates. Its vision is to design learning experiences that change the way the world is educated with improved learning outcomes.

#### INTERVIEWEE/TESTIMONIAL INFORMATION

INTERVIEWEE 1		INTERVIEWEE 2	
NAME	Geoffrey Alphonso	NAME	Joe EL Sebaaly
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	CEO	POSITION	Director of Product
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	
INTERVIEWEE 3		INTERVIEWEE 4	
NAME	Amjad Khan	NAME	Aishah Al Yammahi
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	Director of Technology	POSITION	Board Advisor
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	

#### INTERVIEW 1

NAME	Geoffrey Alphonso
LOCATION	TBC

#### AUDIO/QUESTIONS

- Can you briefly state your name and role at Alef Education?

1. Could you please discuss the importance of education in the 21<sup>st</sup> century?
2. How is education changing and what are the challenges currently faced within your industry?
3. Could you please explain what Alef Education does as a company?
4. What is the ethos or purpose behind Alef Education?
5. How is Alef Education transforming the entire education eco-system for schools around the world?
6. Why is this so important in modern society?
7. Why do you believe Alef Education to be a global thought leader within your sector?
8. How has the introduction of this education technology and immersive learning initiated a new era within your sector?
9. What is your vision for the future of the education sector?
10. How will Alef Education be contributing to this future?

#### INTERVIEW 2

NAME	Joe EL Sebaaly
LOCATION	TBC

#### AUDIO/QUESTIONS

- Can you briefly state your name and role at Alef Education?

1. Could you please explain what the Alef Platform is?
2. Could you please discuss Alef Education's role in promoting distant learning through their use of the Alef Platform?
3. Why in your opinion is distant learning so important for 21<sup>st</sup> century learners?
4. Could you please discuss the multitude of benefits available to students, teachers, principals and parents alike from utilising this the Alef Platform in this way?
5. How does this technology provide personalised, well-rounded learning for each student?
6. Could you please explore the benefits of the Alef Guardian app?
7. Why in your opinion is this way of learning promoting the future of education?

#### INTERVIEW 3

NAME	<b>Amjad Khan</b>
LOCATION	TBC

#### AUDIO/QUESTIONS

- Can you briefly state your name and role at Alef Education?

1. **What is the technology that is now in use in the classroom thanks to Alef Education?**
2. **Could you please discuss how the Alef Education system has transformed the way lessons are delivered?**
3. **In your opinion, what are the benefits to this way of teaching?**
4. **How has using this technology altered the way lesson plans are created?**
5. **How has the use of this technology and this way of teaching changed the way students learn?**
6. **How has the use of this technology and this way of teaching altered students' overall behaviour and attitude to learning?**
7. **Do you believe that this technology will still be popular in the classroom in 5 years' time?**

#### INTERVIEW 4

NAME	Aishah Al Yammahi
LOCATION	TBC

#### AUDIO/QUESTIONS

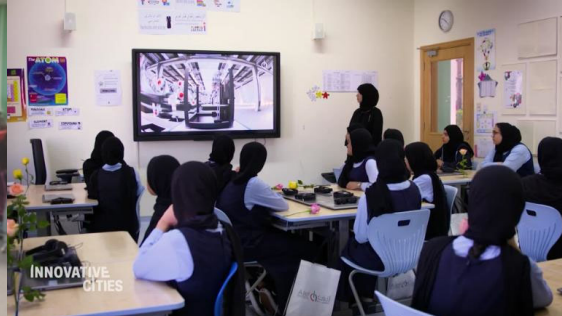
- Can you briefly state your name and role at Alef Education?

1. In your opinion, how has Alef Education influenced education altogether in the wider sector?
2. How has Alef Education's revolutionary education model changed the way students learn and teachers teach?
3. How has Alef Education's use of AI technology changed the way that regulatory bodies assess and refine the curriculum?
4. How has Alef Education made a difference in terms of utilising real time data to benefit everyone in the education system?
5. Could you please discuss the benefits of Alef Education's various partnerships – for example, their partnership with The Ministry of Education?
6. Where are Alef Education's digital learning platforms featured and who has access to them?
7. How is Alef Education contributing to schools, students and teachers displaced to due to the global education crisis caused by Covid-19?
8. How do you expect Alef Education's digital learning platforms to affect the wider sector in the next 5 years?

Please note: Any photographs or images included in this narrative structure are for reference only and to provide a sense of how the director visualizes this film. Any locations, products or branding shown are not indicative of the exact visuals that will be in this film.

**STING**

**Scene 1: Introduction**



**Storyline (Content)**

The film will begin by establishing the education landscape **with interviewees explaining** how it is the most important industry in the world, as it is solely responsible for the outcome of future generations. Looking to the future of education, we will show that it is an industry that has not changed much in a long time. **It will be clear that to ensure** education standards keep progressing, **the sector** will need to move towards a personalised, digitalised learning system.

This will not only improve the educational system but **will also** help children become familiar with the technological world of today and the future. This is where we will establish Alef Education as a thought leader in this industry and show that they are at the forefront of educational innovation.

Interviewees will discuss how Alef are a not only a pioneer but are **also** leading the way in creating a holistic and primary education model across all core subjects. **It will be made clear that this** is transforming the entire educational eco-system for schools all over the world. Interviewees will delve into why this is important for modern societies by using examples such as Covid-19 to show that with this model, education does not get left in the classroom and that distanced learning is possible and effective.

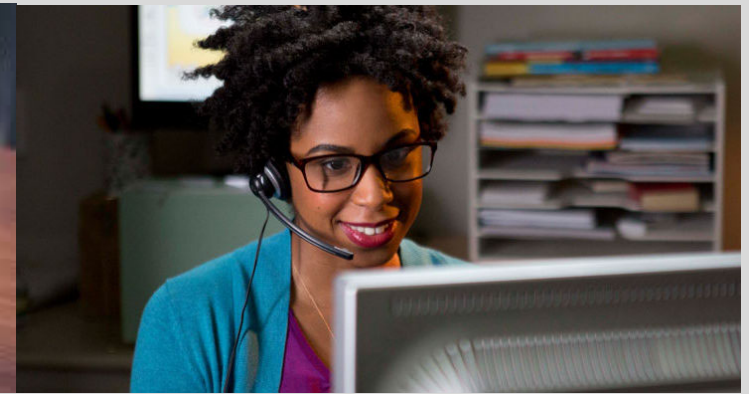
**Director Notes (Visual Reference & Shot Description)**

The film will open showing stock footage from various classrooms that are typical of school systems from around the world presently, with typical teacher facing students set ups.

We will then show shots from children using the Alef platform as they are introduced into the film to give the audience a good view of what the platform looks like.

Interviewees will be shown as this section of the film comes to a close, as well as showing more shots from schools and people using the platform.

## Scene 2: Distanced learning



### Storyline

This next chapter of the film will take a deep look at distanced learning, exploring why it is a necessity of today's modern world and emphasising Alef's mission "to ensure that education never stops, no matter what". We will explore this by discussing how virtual lessons have been used on the Alef platform, a forward-thinking learning programme with thousands of lessons published on it that promotes and utilises a futuristic learning methodology.

Interviewees will explore the multitude of benefits available to students, teachers, and parents alike from utilising this tool. They will explain that the Alef Platform is a smarter way of learning. Not only does it allow students the freedom to learn from anywhere at any time, but it also gives teachers the ability to transform from an instructor to a coach, observing the progress of students from their dashboard and giving virtual assistance, support, and immediate feedback.

We will also make it clear that this way of learning is equally beneficial to parents and principals. Parents are actively updated on their child's lessons completions through the Alef guardian app, while principals of schools using the Alef Platform are effortlessly informed of the performance of each class and each student. This part of the film will be finished off by interviewees expressing their belief that this way of learning is the future of education, especially as we navigate our way through issues such as Covid-19.

### Director Notes

This section will transition nicely on from the introduction of the film by showing more images of children using the platform, especially as we are discussing how the virtual lessons are being used on the Alef platform.

We will now show imagery from the platform itself, intertwined with clips from interviewees as they discuss how the platform works to show the intricacies of the platform and different elements around the tool.

Images from teachers, students and parents all using the platform how they would be using it in the real world, again showing examples such as the guardian app to give a wider context to the statements being given by the interviewees.

### Scene 3: A New Era Of Teaching



#### Storyline

This part of the film will be looking at how Alef Education has created a system which has significantly improved and updated the way that teachers provide lesson plans and teach their lessons. Interviewees will explain how Alef Education has completely dissolved the need for this type of work and resources (paperwork, grading, books, etc), and has replaced it with more efficient tools which effectively trigger intrinsic motivation for learning within the students themselves.

The specific technology that Alef Education use in the classroom will then be explored as an example, and the benefits of this technology talked about. For example, this technology is preferred because it is easy to use, easy to work with, and provides optimised learning on a student-by-student basis. Above all, it gives students significant help with their future in terms of being able to develop skills for a 21<sup>st</sup> century job.

It should be emphasised that this way of learning does not just improve grades, but actively influences positive behaviour amongst students. It allows them a sense of independence and the chance to develop a passion for self-learning, while also leaning on the comfort blanket of the teacher's guidance when needed.

#### Director Notes

When we move to this part of the film, we will start by showing more imagery of teachers using the platform, in contrast with how teachers used to do their jobs to show the benefits of using the Alef Education platform.

**Again, we will show** shots from interviewees who can give first-hand accounts of how this platform is being used to improve the workflow and efficiency of the jobs that teachers do.

Finishing this section, we will show screenshots from the platform with the data that can show how the behaviours of children can be positively influenced by the platform and giving life to the statements made by the interviewees.

## Scene 4: Wider Educational Leadership



UNESCO



### United Arab Emirates

- [Alef Education](#) - Online resources for students, parents and teachers provided in collaboration with the Ministry of Education.

### Storyline

The film will now convey how the company have influenced education altogether in the wider sector. Interviewees should explain that Alef Education has ultimately pioneered a revolutionary education model that has completely enhanced and permanently changed the way students learn, the way teachers teach, and the way regulatory bodies can assess and refine curriculum and pedagogical approaches for mastery-based learning.

There will be an emphasis here about how Alef has made a difference by utilising real time data using AI to benefit all stakeholders within the education system including principals, teachers and those working in administrative roles. Alef Education's pioneering technology is allowing those who use it to gather data daily and can monitor students' progress to identify areas that are in need of change within the curriculum itself, which interviewees will discuss.

We will mention Alef Education's various partnerships such as their partnership with the Ministry of Education. **It will also be made clear that** the platforms are featured in UNESCO's list of educational resources, **and that they are** available for anyone around the world who would like to benefit from them. This will showcase Alef not only as thought leader but a benevolent actor within the education sector, contributing to helping schools, students and teachers who have been displaced due to Covid-19 and helping distant learning initiatives across the globe.

### Director Notes

Many different classrooms from around the world will be shown as we introduce Alef Education's wider leadership to give more context as to how they are revolutionising the way education is and can be done worldwide.

We will show shots of the principals, teachers and administrators working with the technology showing how they can work with the platform to utilise the data presented to them, as interviewees are discussing the AI and pioneering technology Alef have created.

Showing the partnerships that Alef has created as well as showing how Alef is being featured on UNESCO to bring to life the impact that Alef is having within the global education sector.

## Scene 5: End



### Storyline

This final section of the film will conclude the film and will wrap up everything that we have just learned by giving some powerful closing statements referencing the global education crisis, and the need to look forward to the future of distant learning as the future of education.

The interviewees will discuss their own visions of what the future of education will look like, giving us more information about where the future of Alef will be going as a thought leader and innovator in education.

The final statement will be a powerful closing statement that will leave the viewer lingering on what they have just learned and how the future of education will be changing for the better and increasing the opportunities for children around the world to receive the best education possible no matter where they are.

### Director Notes

This final section of the film will hold on interviewees much more to really give more impact to the final statements that are made.

There will be a few clips of classrooms and the platform shown but it will mainly focus on the interviewees as they deliver their final powerful statements giving the viewer something to take away with them after the film has ended.

**STING - END**