



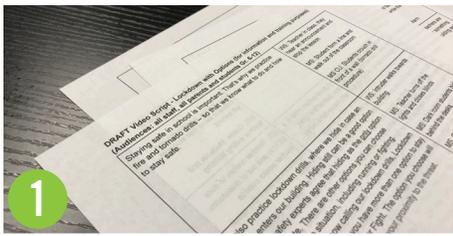
Safety Training Videos

It's unfortunate we live in a world where the threat of an active shooter is a reality. But being prepared for the worst can often be the difference between life and death.

Our mission at Captivate Media + Consulting is to produce content that makes a positive impact on communities. Based on the Department of Homeland Security's "Run, Hide, Fight" training, we've partnered with several organizations to create customized videos that take employees through different responses to an active threat.

Video is an effective way for organizations to train full-time and seasonal staff so everyone knows common practices and expectations.

96%
OF ORGANIZATIONS SAY
VIDEO
HELPS TRAIN
EMPLOYEES
BETTER & FASTER



We craft a script that reflects your situation and security needs. This may include signs of a potential threat, specific protocols, or plans of action.



We film on location to make sure each video reflects the unique aspects of your building(s); such as where exits are located, or appropriate places to hide.



We edit a video, using footage, motion graphics and a professional voiceover, that not only conveys important information but is engaging as well.

This is not a "one-size fits all" video that any organization around the nation can show their employees and expect the same outcome. The impact of the video comes from common language staff can expect during a crisis as well as familiar people and places your audience knows.

VIDEO
WON'T STOP THE THREAT,
BUT HELPS IN
PREPARING
FOR WHAT TO DO
SHOULD ONE ARISE

"After updating our emergency response procedures, we needed a way to easily communicate this information to all city employees. The team at Captivate worked with us to create a training video that clearly communicates the actions that need to take place during a crisis situation. This video has become part of the on-boarding process for all full-time, part-time and seasonal city employees."

-Sergeant Jason Tait
Minnetonka Police Department

"The crew at Captivate Media was sensitive to our school district's concerns on how to portray a lockdown and our response protocol. They worked well with our student actors and the final videos were nearly exact to what we had discussed in our planning meetings."

-Brett Johnson
Director of Communications | Eastern Carver County School District