



The University of Akron
College of Business

Fitzgerald Institute for Entrepreneurial Studies
Fisher Institute for Professional Selling

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Video News Release Script:

Entrepreneurial Women in Business Event Inspires Students Through Successful Alumni

AKRON, Ohio. – Oct. 31, 2021

Timing	Visual	Audio
20 secs	B-Roll: WS: The exterior of The University of Akron's College of Business Building (0-5 secs) WS: Students signing in at event at sign in table. (6-12 secs) WS: Three speakers smiling happily interacting with each other before start of event. (12-16 secs) CU: One of the student moderators asking a question with strong facial expressions to convey emotion. (17-20 secs)	Reporter (Voiceover): The University of Akron's College of Business hosted an Entrepreneurial Women in Business Event on Friday, Oct. 22 to celebrate Women Entrepreneurship Week 2021. The event featured women entrepreneurs who are Alumni of The University of Akron and was moderated by two students' part of the Women in Business Student Organization.
15 secs	B-Roll: MS: Students funneling in through door to find their seats for the start of the event. (20-25 secs)	Reporter (Voiceover): Sponsors for the event included the Fitzgerald Institute for Entrepreneurial Studies and the Fisher Institute for Professional Selling. Event activities consisted of breakfast, panel discussions, small group break

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	OSS: Student right of center foreground in focus watching panel speak then focus transitions to the panels in the background blurring the foreground. (26-30 Secs) WS: Panelist interacting with attendees and engaging in deep group conversation. (31-35 Secs)	outs, and mentorship networking opportunities.
12 secs	Interview Shot: MS: Student Lauren Redhead giving interview in hallway outside of room where event took place. (36-48 Secs)	1. Student Interview Audio (Lauren Redhead): The most inspiring takeaway I had from attending this event had to have been the panelists discussion about the importance of being competent and confident. Each panelist mentioned challenges they faced on their journey to success and then commented on how by forming connections and being knowledgeable in their profession, they were able to gain respect as professionals and leaders.
8 secs	B-Roll: EL: Students sitting interacting with each other in a group at the event. (49-57 Secs)	Reporter (Voiceover): It is experiences like Redhead's that makes the Entrepreneurial Women in Business Event such a valuable opportunity for students to learn.
15 secs	B-Roll: MS: Profile of panelists speaking slow pan to audience listening intently. (58-72 Secs)	Reporter (Voiceover): The three panelists who spoke at the event were Keyana Artis-Chunn, Melanie Brunty, and Courtney Gras. Each a successful woman in entrepreneurship with unique experiences to share during the event.

20 secs	Interview Shot: MS: Panelist Courtney Gras in front of room giving interview after event ended. (73-92 Secs)	Panelist Interview Audio: (Courtney Gras): I believe these events inspire and instill confidence in students. Sometimes all it takes is hearing one new perspective to change somebody's career trajectory for the better. I know how important events like these were to me in my career, and I think it's fantastic that Akron is supporting them.
16 secs	B-Roll: MCU: Panelist Gras working one on one with a student during breakouts at the event. (93-100 secs) CU: Student writing down notes while smiling (101- 108 secs)	Reporter (Voiceover): After hearing what panelists Gras had to say, it is clear events such as the Entrepreneurial Women in Business event can have the power to impact attendee's perspectives and possibly the outcome of finding their passions and succeeding in their dreams.
11 secs	B-Roll: WS: Event attendees and Panelists together in a group shot making the Akron Z for Zips with hands. (109-120)	Reporter (Voiceover): The University of Akron offers many events like this one for students throughout the year. If you are interested in attending events like this, you can find upcoming event news on the suitable app or the CoB website under news. Alyssa Alexsonshk signing out.

About The University of Akron College of Business

Established as a professional college in 1953, The University of Akron College of Business is a nationally ranked and globally recognized institution for developing business professionals and leaders. The College of Business creates learning opportunities for undergraduate and graduate students that leads students to success beyond the classroom. <https://www.uakron.edu/cba/>

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