

Photoshoot Outline

Year End 2023

The purpose of the following document is to provide a comprehensive outline and details about the **"Group Working Session and Group Photos & Videos"** scheduled for December 7th.

Activity Objective:

These activities will help the marketing team create all the photographic and video material that will be used throughout the upcoming year. The session covers social media purposes, talent attraction, promotional material, and event-related content. Thank you for your cooperation in this session.

The session consists of three parts:

1. **Individual Micro Interviews:** After breakfast, each team member will be called in one by one to conduct the specific interviews outlined in this document.
2. **Working Session:** At the same time, the entire team will have time to address any pending project tasks you are currently working on, while the marketing team captures some videos and pictures of you.
3. **Hotel Photoshoot:** At 12:30 PM, we will head back to the hotel, where we will have the final photoshoot in a different location, we will continue capturing videos and photos.

This photoshoot includes:

- Individual headshots
- Micro interviews (Spanish and English)
- General photos
- General videos

Dress Code

Business Casual in neutral colors (white, gray, beige, black, light or navy blue).

Itinerary

- 9:20 - 9:30 AM
Drive to Amena
- 9:30 - 10:30 AM
Breakfast
- 10:30 - 12:30 PM
General Working Session & Photoshoot
- 12:30 - 12:50 PM
Drive Back to Hotel
- 12:50 - 2:30 PM
Hotel Photoshoot

1. Individual Micro Interviews

The individual micro interviews are designed to gather **concise, brief and focused responses** from each team member. Your input is valuable, and these interviews are an opportunity to share your perspective on your work and other relevant topics. We are looking for personal and spontaneous responses where Nepanoa's style is reflected. Two minutes for each team member are designated, please feel free to practice in advance if you feel the need to.

References

▶ Please check out these references by clicking on them.

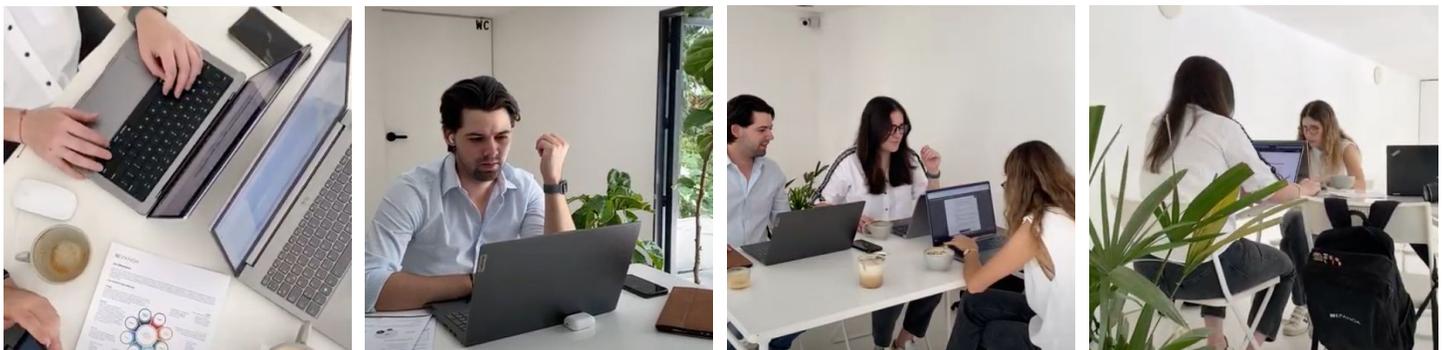


2. Working Session

During this time you will be free to gather in teams and work on your current project, a marketing team-member will be buzzing around, but you imagine no one is chasing with a camera. Thank you.

References

▶ Some examples of desired captures for the photoshoot.



3. Hotel Photoshoot

Leveraging the locations we have at our disposal, we will change to a hotel setting, where we will continue capturing clips and micro individual interviews.

Overview: Individual Micro Interviews

Opening Questions

Short questions, addressed to the whole team, that will be used as video introductions.

Spanish & English

- Name
- Position at Nepanoa
- What is your academic background
- In which area do you usually collaborate at Nepanoa? (E.g., strategy, expansion, technology implementation, functional team)
- In one word, how do you describe Nepanoa?

Individual Questions

(1.5 min response)

Spanish

Questions focused on showcasing Nepanoa's culture and talent attraction.

Addressed to:

Questions:



• ¿Cómo se ve un día normal de trabajo en Nepanoa? ¿Qué actividades realizas?



• ¿Qué aspectos de tu trabajo disfrutas más? ¿Por qué?



• ¿Cómo se relaciona tu carrera universitaria con tu trabajo en Nepanoa?



• ¿Qué impacto tiene tu trabajo en la sociedad/país/North America?



• ¿En qué se diferencia el trabajo en equipo de Nepanoa?



• ¿Cómo se fomenta la comunicación y la sinergia en los equipos de Nepanoa trabajando de manera remota? ¿Cuáles son las bondades y desafíos del trabajo remoto?



• ¿Qué hace el equipo de implementación de tecnología?



• ¿Qué hace el equipo de estrategia y transformación?



• ¿Qué hace el equipo de expansión?



• ¿Qué hace el equipo de marketing & communications? // ¿Qué hace el functional team?

Overview: Individual Micro Interviews

Addressed to:

Questions:



- ¿Cómo ha sido tu crecimiento/ desarrollo profesional en Nepanoa?



- ¿Cuáles son las cualidades que valoras más en un integrante de equipo?



- ¿Cómo motivas y apoyas el desarrollo profesional de los miembros de tu equipo?



- ¿Cómo se vive la retroalimentación y el reconocimiento dentro de Nepanoa?



- ¿Cuál es el perfil que buscamos para ser parte del equipo de Nepanoa?

- ¿Cómo contribuye Nepanoa al crecimiento profesional y personal de cada integrante?

- ¿Cómo se prioriza la diversidad, equidad e igualdad en Nepanoa?

- ¿Cuál es el valor más grande de Nepanoa? ¿Qué es lo más valioso que tiene Nepanoa?

- ¿Qué consejo le darías a los jóvenes de México que comienzan sus carreras profesionales?



English

These questions are designed to portray Nepanoa as an influential figure with insightful and valuable opinions in the industry.



- How does your daily work actively contribute to achieving the client's success and goals?



- How do you stay informed in evolving trends and technologies, and in what ways do you integrate innovative approaches into your work?



- What key considerations do you take into account when developing a business strategy?



- How do you foster strong relationships with clients and ensure the delivery of top-tier strategies that meet their needs?

Overview: Individual Micro Interviews

Addressed to:

Questions:



- Given the breadth of business transformation, could you elaborate on how Nepanoa engages, approaches, and manages the distinct needs of each client?
- How do you measure success? Which KPIs take precedence in success assessment?



- How do you establish effective communication between Nepanoa and the client's internal teams throughout any tech implementation process?
- What are the primary challenges or obstacles clients typically encounter when adopting new technologies? How does Nepanoa guide them to overcome these hurdles?



- What role does Nepanoa play in guiding clients through their expansion journey?
- What are the typical challenges that clients encounter when expanding their business? How does Nepanoa assist them in navigating these challenges?



- How does Nepanoa customize marketing strategies to effectively reach diverse target audiences?
- Within the context of business transformation (encompassing strategy, expansion, or tech implementation), what role does marketing play in an overall strategy?



- What are the most valuable skills companies look for in a candidate?
- What distinguishes Mexican talent and makes it appealing to other countries?
- What is the Nepanoa's approach to talent development and retention, particularly in a competitive industry such as manufacturing and technology? How can companies address retention challenges?
- How the personal interests and talents of the entire Nepanoa team contribute to the delivery of value to our clients?



- How do you define the strategic vision and mission of Nepanoa?
- What are the key priorities and goals of Nepanoa for the upcoming year? (The frame for this question is the Nepanoa's global vision, not specific KPIs nor data)
- How do you foster a culture of innovation and continuous improvement within the organization?
- How do you ensure alignment between the Nepanoa's mission and the day-to-day activities of its various teams?