

## Course Hero Education Summit 2021

### Promo video script

**Target length:** 1 min

**CTA:** Register

| Copy breakdown                          | Stylized?<br>motion?                                                                     | asset   |
|-----------------------------------------|------------------------------------------------------------------------------------------|---------|
| [CH logo, animated]                     | Match the rest of the animation (up to alex k—refer to Mandy's deck for motion examples) | CH logo |
| WHAT MATTERS NOW?                       | Scroll across the screen in big letters, right to left                                   |         |
| The Heart and Science of Teaching Today | emphasize this, so it has lasting impact (see Mandy deck slide 9)                        |         |
| July 28–30, 2021                        |                                                                                          |         |
| Join us online for                      |                                                                                          |         |
| virtual teaching workshops              |                                                                                          |         |
| learning science research               |                                                                                          |         |

|                                                                                                              |  |                                                                   |
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|                                                                                                              |  |                                                                   |
| assessment strategies                                                                                        |  |                                                                   |
| equitable teaching practices                                                                                 |  |                                                                   |
| and more                                                                                                     |  |                                                                   |
| Speakers include:                                                                                            |  |                                                                   |
| Dr. Sara Goldrick-Rab, Professor<br>Temple University                                                        |  | Headshots:<br><a href="#">circle</a><br><a href="#">rectangle</a> |
| student basic needs researcher and one of the nation's<br>top 7 education scholars ( <i>Education Week</i> ) |  |                                                                   |
| Dr. Jesse Stommel, Executive Director<br><i>Hybrid Pedagogy</i>                                              |  | Headshots:<br><a href="#">circle</a><br><a href="#">rectangle</a> |
| critical digital pedagogy and assessment expert                                                              |  |                                                                   |

|                                                                                                                                                                                                                                             |                                                         |                                                                   |
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|                                                                                                                                                                                                                                             |                                                         |                                                                   |
| Dr. Kelly Richmond Pope, Associate Professor<br>DePaul University                                                                                                                                                                           |                                                         | Headshots:<br><a href="#">circle</a><br><a href="#">rectangle</a> |
| award-winning filmmaker, popular TED speaker,<br>and education innovation evangelist                                                                                                                                                        |                                                         |                                                                   |
| Past attendees say:                                                                                                                                                                                                                         |                                                         |                                                                   |
| "The EdSummit was mind-blowing."<br>"I learned skills I can implement right away."<br>"A virtual conference that felt face-to-face."<br>"A great way to prepare for the upcoming school year."<br>"The BEST conference I've ever attended!" |                                                         |                                                                   |
| <b>What Matters Now?</b><br><br>The Heart and Science of Teaching Today                                                                                                                                                                     | Repeat animated<br>treatment from<br>beginning of video |                                                                   |
| [CH logo, animated]<br>Register Today<br>courseherosummit.com                                                                                                                                                                               |                                                         |                                                                   |
|                                                                                                                                                                                                                                             |                                                         |                                                                   |