

CESA 10 Facilities Management has created a 2024 project highlight reel to showcase a year of dedicated service to rural Wisconsin school districts. Designed primarily as a promotional tool for the agency, the video also serves an educational purpose by illustrating the impact of CESA 10s work. This video will be featured on the CESA 10 website and shared across the agency's social media platforms. Additionally, it will be integrated into sales outreach efforts and educational presentation, expanding its reach and reinforcing CESA 10s role as a trusted partner in K-12 facility management. While CESA 10 offers a broad range of facility-related services, this video specifically highlights its construction management and owners representative services. Unlike static images or written articles, video provides an engaging and immersive experience. This video effectively showcases project progress through seamless before-and-after transitions and drone angles. Beyond serving as a promotional tool, it serves as a compelling visual to promote the facility-enhancing work CESA 10 does while focusing on cost-savings for districts, both on a local and state level. Outcomes, such as views, leads, and engagements, will continue to grow as CESA 10 promotes and distributes the video across its platforms.