

CaerusPoint Unveils Career Guidance Video Series: Major Decision

By Mark Jerkins

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CaerusPoint - an award-winning education-focused leader - has created an extensive, thorough career guidance video series entitled Major Decision targeting high school seniors and first year college students.

During segment two, one of the hosts conducts a 1:1 in-depth on site interview with an individual currently in the featured career. During the course of the interview, the viewer will hear first hand what this career entails such as education requirements, work environment, work-life balance, tools of the trade, etc. In addition to the 1:1 interview the host also visually shadows the interviewee, featuring the employee in his/her work environment performing typical daily tasks.

Segment three is an in-studio recap session regarding what the viewer has just learned, as well as animated digital graphic charts summarizing and ranking the career based on a proprietary 15-point career ranking system utilizing different weighted criteria.

The show has an extemporaneous style that is both humorous and lively, yet remaining factual and educational. The two hosts play off each other and keep the viewers attention, as confirmed by separate high school and college focus group sessions.

CaerusPoint recently took home an unprecedented 11 awards including 'Best Education Program' at the 21st Annual Crystal Reel Awards Gala held by the Florida Motion Picture and Television Association (FMPTA) for their Major Decision series.

For more information on CaerusPoint's award-winning career guidance video series Major Decision, visit www.caeruspoint.com; or contact Mark Jerkins at Higher Advertising, Inc., email: Mark@higheradvertising.com; phone: 407.447.1340.

ORLANDO, FL – CaerusPoint - an award-winning education-focused leader - has created an extensive, thorough career guidance video series entitled Major Decision targeting high school seniors and first year college students. The show format, comprehensive career coverage and proprietary career ranking system set this series apart from any other career guidance programs.

“Our series is entertaining while being fact filled and appeals to a diverse audience,” said CaerusPoint President Chris Botha. “Each episode dissects a unique career in the form of an up-beat hosted show. We are excited to make this available to students nationwide and to be helping them with their major decision.”

“Major Decision offers students an accurate “day-in-the-life” depiction of a career in an exciting and positive platform,” said CaerusPoint CEO Kobie Pieterse. “It provides present-day, real world guidance from an expert within his or her area of expertise and is unlike anything on the market today.”

The Major Decision career guidance series spans twelve popular industries and showcases up to five careers within each industry. Shot in high definition and targeting a broad diverse audience, the series is geared toward television broadcasting as well as conducive to being built easily into any classroom's curriculum.

Some of the key goals of the Major Decision series are to promote promising and fulfilling careers; spark an interest in today's youth for continued education; properly educate the audience on the realities of the selected careers; facilitate smarter career decisions; decrease the drop-out rate; reduce the number of years

it takes to complete a degree; cut down on wasteful educational spending; and to improve college enrollment, placement and rankings

Each Major Decision episode, delivered through state-of-the-art mediums (including web streaming; TV broadcasting; iPhone/iPad Apps; and DVD's), is comprised of three integral segments and spans less than a half hour. In segment one, two young and energetic co-hosts introduce the selected career path while in-studio. Together, they discuss the featured career and explain where it fits into the career hierarchy for the specific industry represented. To visualize their hierarchy explanation, an animated graphic chart is displayed for the viewer.

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