

# Video-Making for Social Media & Training™

1 or 2 Day WORKSHOP



At this 1 or 2-day workshop you discover how to create professional looking NO-COST videos using only the tools you already have — your laptop and your mobile phone...



**FREE**  
Video & Audio  
editing  
software

  
**micomms®**  
communications | events | training

# “Don’t tell me ... SHOW me!”

Video marketing has come of age.

With the explosion of mobile computing, everyone has access to this persuasive medium, with most people preferring to *watch*, not *read* information...

***Video-Making for Social Media™*** from Micomms Ltd teaches you how to create your own professional-looking NO-COST videos using only the tools you already have on your desk: your laptop and your mobile phone ... while, at the same time, creating the kind of results you’d only expect from a professional video company.

The secret is in the structuring ...



# Learn the 'Tricks of the Trade'

On this informative and fun training session you learn all the tricks of the trade that video companies use every day:

- How to structure, write and deliver your script
- How to conduct a filmed interview
- The golden rules of video and still photography
- How to put movement into still images
- How to find and use free music and special effects
- How to edit everything together for professional results
- Developing an internet video strategy

... and much more!

**Day 1 teaches you how to make a video ... Day 2 teaches you more advanced 'wow' techniques.**



## Equipment we already have

*"This course has not only cost us less than to commission a professional video, but it's also shown us that we can create our own videos equally well with the equipment we already have."*

**Mark Mallison, Sales & Marketing Manager, Clifford Thames Ltd**

# 1 or 2 Days ... You choose!

## DAY 1 — Make a Video with your Smartphone

The sessions are designed to help you plan and execute your video project, with hands-on exercises along the way

### SESSION 1.1 Introduction - Living in a video world

In this session we briefly look at the dramatic increase in the use of video in social media; people's viewing habits and their expectations.

### SESSION 1.2 Training videos – structure, engaging, stakeholders

If your video doesn't engage, viewers will click away. We show you how to avoid this by structuring your content — and planning your project for best results.

### SESSION 1.3 Words - Structuring and writing your script

'Where to start' is the most difficult bit. We help you to decide your objectives, clearly identify your target audience and what they will want to see. Then we look at structure and start writing your script.



**Very satisfying indeed**

*"It was great! The action of making your first video with a voice-over and some music to go with it is very satisfying indeed..."*

**Robert Johnson, Director, ZOK Ltd**

# 1 or 2 Days ... You choose!

## SESSION 1.4 Sound - Recording your voice-over (coaching)

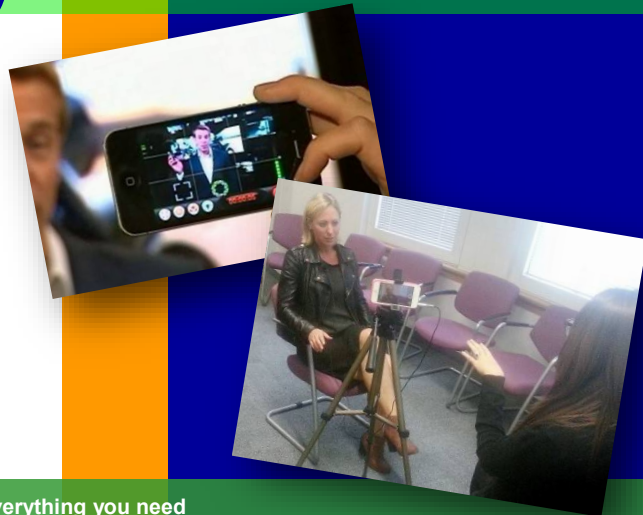
Natural performers will love this session! If you're a little more timid, you'll be pleased to know that you'll get full support to build your confidence. Even if you're not doing your own VO, you'll learn how to direct someone else more effectively.

## SESSION 1.5 Music - Finding & mixing copyright-free music

Music can make a tremendous difference to the impact of your video, if used carefully. We show you where to find music and how to stay clear of copyright infringement dangers.

## SESSION 1.6 Visuals - Pics & Clips: Golden Tips

How many pictures have you taken and forgotten about? Thousands? Still pictures are invaluable for video-making. Here, you learn golden photography rules and how to take the kind of video footage the pros would envy!



### Everything you need

*"It's absolutely amazing that in just one day you can learn everything you need to put a video together to sell your business better — an excellent course!"*

**Lucy Edwick, Marketing Director, Lucy Locket Products**

# 1 or 2 Days ... You choose!

## SESSION 1.7 Interviews - The 'Happy Customer' interview

A well-filmed interview can create a huge amount of credibility for your message. We show you how to ask the right questions and capture everything on video the way the professionals do.

## SESSION 1.8 Editing - It's all in the edit

Editing is the make or break of any video. We introduce you to easy-to-use editing software and show you everything you need to know to edit and master your video, ready for uploading onto the web.

## SESSION 1.9 Social Media - Publishing and distributing

We look at YouTube, QR codes and discuss how you can use your videos to great effect — and how to get more people to watch them.

## SESSION 1.10 Review - Questions and Answers

This bit is short because Q&A happens all day — and besides, you'll be aching to start filming your next masterpiece!



### As good as an agency

*"We definitely left the workshop with the skills we needed to create our own videos that, not only look as good as something you'd pay an agency to create, but also cost nothing more than just our own time."*

**Carly Rands, internal communications business partner,  
British Gas plc**

# 1 or 2 Days ... You choose!

## DAY 2 — Learn More Advanced Techniques

To benefit from this second day, you need to have already attended **Day 1**. So you get everything from **Day 1** PLUS ...

### SESSION 2.1 Review of Day 1 | Video Formats & Applications

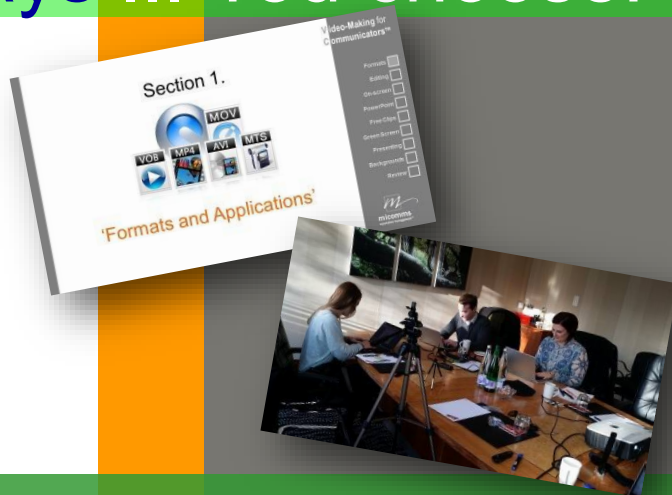
We'll try to avoid getting too 'techie' but it's a good idea to know what video format to use for best results. Why use a sledge hammer...?

### SESSION 2.2 More advanced video-editing techniques

You'll learn how to get amazing results from a low-cost video editing software: cutting, transitions, picture-in-picture, subtitling and more.

### SESSION 2.3 Capturing on-screen content

Two methods of capturing on-screen demonstrations and bringing them into your video. Ideal if you're in IT or you want to teach people how to do something on their computer effectively.



#### Most valuable course ever taken

*"I can honestly say, without doubt, it was the most valuable course I have ever taken, based on the tangible elements I could take away, as opposed to just ideas and concepts ..."*

**Samuel Russell, Marketing Executive, Fairfax Meadow Ltd**



# 1 or 2 Days ... You choose!

## SESSION 2.4 Graphics from PowerPoint

What if you could integrate your PowerPoint graphic slides into your video to cut between graphics and live-action seamlessly? We show you how to create video-friendly PowerPoint sequences and use them to create superb communication tools.

## SESSION 2.5 'Free' Video-Clip Resources & Cartoons

If you're short on ideas of what to film, we show you some free clip resources, visual content solutions like cartoons and other methods to hold your viewers' attention.

## SESSION 2.6 'Green Screen' Techniques

We show you the fascinating world of Green-screen / Chromakey techniques, how it works, the basic equipment you'll need and how to use it. But be careful, it's a powerful force — use it wisely, you must.



**It was fantastic!**

*"It was fantastic! I would most definitely recommend the workshop to others who are looking to up skill themselves on video and audio. I can't wait to start creating videos for my organisation!"*

**Ella Honey Sunley, Youth Engagement Officer  
Hawk Training Ltd**



# 1 or 2 Days ... You choose!

## SESSION 2.7 Presenting To Camera

This is loads of fun! You get to be a TV presenter as we give you some useful tips on how to present-to-camera like a true professional! You're among friends and it doesn't hurt a bit ... just don't wear green.

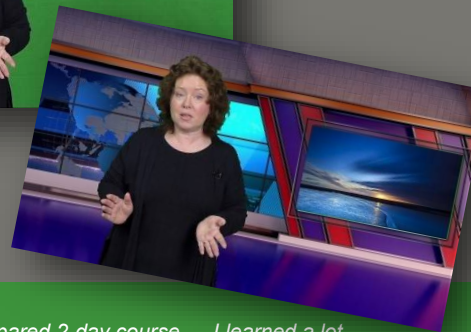
## SESSION 2.8 Creating a Virtual TV Studio

Using everything you've learned throughout the day, we put together your filmed presenting skills and place you in a virtual TV studio using the magic of chromakey. You'll be amazed with yourself!

## SESSION 2.9 Review and Q & A

A review of the 2 days. By the end of this, you'll be tired but raring to start producing your first corporate video — saving £000's instantly.

Please note: All equipment - such as Green Screen, spotlights, microphones, tripods - is provided for demonstrations and for you to try out.



### Highly Recommended

*"... a thoroughly well prepared 2-day course ... I learned a lot and without doubt I will be able to apply these techniques not only to save money, but also to deliver things I thought previously impossible."*  
**Dorne Lovegrove, Head of Marketing, Emerging Markets,  
Orange Business Services**

# What you will need ...

You can simply watch and take notes. But we highly recommend that you join in and do the exercises yourself — so if you want to 'create as you learn', you'll need:

## Day 1

1. **Mobile phone** — video-capable phone (smartphone is ideal)
2. **Your Laptop** — (with ideally a minimum of 2Gb RAM)
3. **Free download:** Windows Movie Maker (part of Live Essentials)
4. **Free download:** 'Audacity' sound recording software (freeware)

We'll send you links to free software.

## Day 2

1. **All the above**
2. **PowerDirector** (video editing software — usually around £40-£80, see us for best prices).



**Audacity®**



# “Lights ... Camera ...

## Reserve your course TODAY!

Knowing how to create professional video presentations will put your business leaps ahead of the competition. You already have the tools — **now all you need is the knowledge.**

## Prices at 1 March 2017 (subject to change. +VAT)\*

### 1-day course (in-house, minimum 2 delegates)

£385 per delegate (first 2 delegates)

£195 per subsequent delegate

### 2-day course (in-house, minimum 2 delegates)

£670 per delegate (first 2 delegates, 2 days)

£335 per subsequent delegate, 2 days

## Special Rates

6+ delegates? Let's discuss discounts: Tel: 0115 925 2779

\*Trainer travel costs may be added for travel outside England & Wales.



### Our Guarantee

If you don't recuperate the price of the course by saving on production company costs making your first 5-minute corporate video — we'll refund you in full!

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## So what are you waiting for?

Email: [natalia@micomms.co.uk](mailto:natalia@micomms.co.uk)

Call: +44 (0)115 925 2779

To reserve your date!

# About your trainer ...



## Martin Ison — managing director, Micomms Ltd

With over 25 years' experience in corporate communications, Martin has worked on many projects for governments and private sector organisations, including producing video documentaries as far afield as Africa and South America.

Sharing his knowledge widely, he has trained communications professionals from over 300 organisations worldwide — including British Embassies in 8 countries.

He is happy to discuss communications and event management projects in person, speak at conferences, or to arrange bespoke courses for you.

For conference speaking see:

[www.ProfessionalConferenceSpeaker.com](http://www.ProfessionalConferenceSpeaker.com)

Or contact him direct:

[martin@micomms.co.uk](mailto:martin@micomms.co.uk)



Left: Training at British Embassy, Paris.

Below: Guest speaker at SPVS/VPMA Congress



**...clearly knows his stuff!**

*"Martin is a personable, engaging presenter who clearly knows his stuff! I would recommend this course to anyone wanting to get started in making online videos."*

**Caroline Johnson, Marketing Manager. Vetpol Ltd**