



N | TRAINING

MASTER THE ART OF VIDEO

DESCRIPTION

Video is the dominant format for communicating in the digital age. Video represents 90% of all Internet “traffic.” Its organic reach is almost twice as high as that of links or text: the retention rate for video is more than twice that of text. In short, video messages are more impactful, engaging and compelling than any other form of communication. Whether you have a new product to launch or a crisis to manage, our workshops will enable you to understand visual “grammar,” combining your spokesperson’s image, voice and messages strategically through the appropriate channels to influence your target audiences. Tell your story convincingly and powerfully. Leverage your greatest asset: authenticity!

LEARNING OBJECTIVES

- Understand the importance of images and video
- Know the basics of effective video communication
- Understand the art of writing alongside images
- Deliver your message effectively—in front of the camera
- Use video strategically at the right time on the appropriate platforms

TARGET AUDIENCE

- Marketing professionals, content creators, public relations specialists, corporate communications teams, social media managers, brand managers, and entrepreneurs.

DURATION

This training is available as a half-day course