

N | TRAINING

THE ART OF PRODUCING AND EDITING VIDEOS

DESCRIPTION

In this training, we will focus specifically on videos involving the recording of an interview or testimonial. It will cover the basic elements and includes a few key concepts that will help you turn your work into compelling, professional content that resonates with your audience.

We will explore best practices for filming, common pitfalls to avoid, practical tips, how to approach editing, and finally, how to effectively share your work on social media.

PROGRAM HIGHLIGHTS

Video production

- Storytelling
- Preparation and preproduction
- Breaking the ice
- General rules
- Basic materials
- Technical aspects

Editing

- Structure and methodology
- Editing techniques
- Transcriptions and sub-titles
- Sound optimization

Sharing on social media

- Format for various platforms
- Recommended duration
- Algorithms
- Parameters

TARGET AUDIENCE

Public relations professionals, social media managers, marketing and sales professionals

DURATION

This training is available as a half-day course