

## MASTER THE ART OF VIDEO

*How to align image, voice and messages effectively in less than a minute and a half.*

### INTRODUCTION

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!

### 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

### THE SESSION COMBINES THEORY AND PRACTICE, INCLUDING THE FOLLOWING:

- The importance of video and images
- Shooting sound and images
- Basics of video editing
- Writing
  - › The narrative
  - › Storytelling
- Performing in front of the camera
- The teleprompter
- Typology of productions

# N | SCHEDULE



<b>9:00 a.m</b>	<b>Introductions</b>
<b>9:15</b>	<b>Basics of visual storytelling</b> <b>Why does this matter?</b> <b>What are your opportunities in the new digital ecosystem?</b> <b>What's your story? The art of building a compelling narrative</b> <b>Conducting interviews (questions and answers)</b>
<b>9:30</b>	<b>Behind the camera – the art of capturing sound and image</b>
<b>10:00</b>	<b>Packaging – the art of editing, putting it all together</b>
<b>10:20</b>	<b>In front of the camera – the art of delivering persuasive messages</b>
<b>10:45</b>	<b>Break</b>
<b>11:00</b>	<b>Workshop</b>
<b>11:30</b>	<b>Viewing and analysis of workshop productions</b>
<b>12:15</b>	<b>Conclusion. End of session</b>