

VIDEO STORYTELLING

Video is the dominant format for communicating in the digital age, representing 90% of all Internet “traffic.” Its organic reach is almost twice as high as that of links or text, and the retention rate for video is more than twice that for 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 the 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!

OBJECTIVE

- Understand the importance of images and video in the digital age
- Know the basics of effective video communication
- Understand the art of writing with pictures
- 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 in the new media ecosystem
- Shooting sound and images
- Basics of video editing
- Writing
 - The narrative
 - Storytelling
- Performing in front of the camera
- The teleprompter
- Typology of productions

BUDGET

the simulations and coaching workshop take place in our studios. The training can be provided in a half or full-day session.

N | SCHEDULE

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