

Mobile Media Workshop Employer Justification

If your employer is looking for justification as to why you should attend our Mobile Media: Producing Visual Stories with the iPhone workshop, this document is intended to help you communicate to them what you will learn at the workshop and how it will contribute to your job function.

1. **Communicate your desire to attend the workshop and how it may benefit your position or even the company.** For example, you could offer to give a presentation of what you learned at the workshop upon your return, so that others may gain some insight into creating videos on an iPhone. By sharing the information you've learned with other employees, your employer will maximize return on investment.
2. **Demonstrate the value of workshop attendance.** For example, if you are currently outsourcing media projects and in need of more in-house content creation, lay out some numbers that show how the cost of the workshop will be returned by empowering yourself to perform tasks that were previously an added cost. Demonstrate how creating low-cost videos will be of value to your audience.
3. **Explain to your employer the exact skills that you'll be learning.** In this case, highlights of the course include:
 - a. Hands-on equipment practice with an iPhone video kit, including various microphones and tripod adapters that empower you to create quality videos on your phone.
 - b. The advantages and limitations of shooting on your iPhone – and how to overcome those limitations.
 - c. Storyboarding and tips on preparing for your video + techniques for interviews.
 - d. Editing your final video on mobile using iMovie and other apps.

Below you'll find a template for a letter that you can customize to fit your needs.

Dear **[name of your supervisor]**,

I am requesting support to attend Berkeley Advanced Media Institute's Mobile Media: Producing Visual Stories with the iPhone course that will take place at UC Berkeley on March 21-22, 2016.

I believe that in addition to benefitting me both personally and professionally, attending this workshop will greatly benefit **[name of your company/organization]** because the trainings provided will enable me to become a more productive worker and a more valuable asset to **[name of your company/organization]**.

Berkeley Advanced Media Institute is housed in UC Berkeley's Graduate School of Journalism and provides digital media workshops and custom training programs for career professionals around the world. They offer courses in digital media content production, multimedia storytelling, social media, and, of course, data visualization. Their instructors are UC Berkeley award-winning faculty and leading industry practitioners who are experts in creating and developing compelling, innovative digital stories across multiple digital platforms.

At the mobile media course, I will be learning the fundamentals of iPhone video production, including interview techniques, best practices for creating quality video, and how to edit on just the iPhone. I'll also be creating a capstone project created entirely on the iPhone to demonstrate what I learned throughout the course. I will emerge from this workshop with the skills needed to create and deploy original, quality content that will engage our customers. ***[Elaborate on how this ties into your job function.]***

I would love to have the opportunity to take part in this workshop, so I hope that you will approve my attendance. The caliber of Berkeley Advanced Media Institute's workshops gives great value for the money: the registration fee is \$845, or \$760.50 when I register before February 22nd.

I believe the value I will bring to **[name of company/organization]** as a result of this training will be a positive step in the overall success of our company, and I hope you will agree with me and allow me to attend.

Sincerely,