

How to Create a Marketing Video

July 15-16, 2019
Instructor: Myra Paci

Monday, July 15	
8:45 a.m. – 9:00 a.m.	<ul style="list-style-type: none">• Coffee & Check-in
9:00 a.m. – 12:00 p.m.	<ul style="list-style-type: none">• Overview and analyze marketing videos to understand the client's "ask" and how to turn the ask into questions and/or a simple script; how to film & direct a corporate client such as the CEO, or an actor to convey the required marketing message.• Discuss budgeting, crew, and cast needs to produce a short marketing video.
12:00 p.m. – 1:00 p.m.	<ul style="list-style-type: none">• Networking Catered Lunch
1:00 p.m. – 5:00 p.m.	<ul style="list-style-type: none">• Group assignment on marketing "ask" to develop questions or short script.• Video/audio equipment demonstration with hands-on practice.• Techniques for interviewing, cinematography, and location scouting.
Tuesday, July 16	
9:00 a.m. – 12:00 p.m.	<ul style="list-style-type: none">• Identifying production roles: camera person, director, sound engineer, interview subject, set and prop assistant.• Techniques for shooting and directing the interview.• Best practices to achieve good performances from actors or non-actors. Hands-on with a live filming exercise.
12:00 p.m. – 1:00 p.m.	<ul style="list-style-type: none">• Networking Catered Lunch
1:00 p.m. – 5:00 p.m.	<ul style="list-style-type: none">• Review filming and critique performance, effectiveness of shots, use of light, color, wardrobe, and props.

* *Agenda modifications at the discretion of the instructor.*