

VIDEO FOR SOCIAL MEDIA 3-Day Workshop Agenda

JUNE 20, 2017

INSTRUCTOR TUPAC SAAVEDRA

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|-----------------|---|
| 8:30 - 9:00 AM | <i>Welcome & coffee</i> |
| 9:00 - 9:20 AM | Introductions |
| 9:20 - 12:00 PM | Thinking about video content as mobile first Developing your brand's story Who is your target audience? Social platforms pros & cons |
| 12:00 - 1:00 PM | <i>Hosted lunch in courtyard</i> |
| 1:00 - 3:50 PM | The making of viral videos Basic video editing in Adobe Premiere |
| 3:50 - 4:00 PM | What to expect tomorrow |

JUNE 21, 2017

INSTRUCTOR TUPAC SAAVEDRA

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|-----------------|---|
| 8:30 - 9:00 AM | <i>Welcome & coffee</i> |
| 9:00 - 12:00 PM | Using online sources, services, other content to build a story Best practices for hiring freelancers, external sources Build your own story, write a script, soundbites to create a video |
| 12:00 - 1:00 PM | <i>Hosted lunch in courtyard</i> |
| 1:00 - 3:50 PM | Edit with text on screen Exporting to social media Metrics: How to measure success |
| 3:50 - 4:00 PM | What to expect tomorrow |

JUNE 22, 2017

INSTRUCTOR TAWANDA KANHEMA & VICKI HAMMARSTEDT

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| 8:30 - 9:00 AM | <i>Welcome & coffee</i> |
| 9:00 - 12:00 PM | Designing a conversational UX app (bot) Build your own bot Innovations in conversational UX What zero-interface devices & home networking mean for content creators |
| 12:00 - 1:00 PM | <i>Hosted lunch in courtyard</i> |
| 1:00 - 3:50 PM | Facebook Live Your brand is live Techniques for live broadcast, interviewing, audio, framing, light, action, monitor Promotion in advance Go live with your own Facebook Live demo |
| 3:50 - 4:00 PM | Certificates & workshop evaluations |