

SHOOT YOUR OWN VIDEOS.

A training course to get you shooting your own videos like a **boss**



Shoot Your Own Videos. One Day Training Course

How many videos is your company distributing each month? Whatever that number is you're probably not getting enough content out there. So why aren't you having more made? Because it's crazy expensive!

Not every video you create has to be produced by a professional video production company. GLP are now going into businesses just like yours and providing 1-day training sessions that will have your marketing teams shooting video like a boss.

We run monthly open sessions from our studio in West Yorkshire or alternately you can book us to come out to your premises to train your team.

We'll show you how to capture professional looking video from a smartphone or action camera by showing you exact settings and accessories to make it look good and sound great. We'll also show you the best composition techniques to elevate the look of your videos and also break down the best approach to planning a video and making sure you come across great on camera.

Our one-day course will show your staff how to quickly create high quality video content on a smartphone or action camera that's ideal for;

- Posting to social
- Internal comms
- Introductions to new contacts/ clients
- Company newsletters

How does a training day run?

09.30 – 09.45 | Introduction to the course from Ellie & Nick

09.45 – 11.00 | Planning your video

- Identifying your audience
- Picking what product or service to promote
- Planning your video marketing strategy
- How you'll measure the success of your video
- Writing a plan /script
- Creating a shot list
- Planning locations
- Creating a schedule

11.00 – 11.15 | TEA & COFFEE BREAK

11.15 – 12.45 | Filming your video

- Selecting your kit
- Framing your talent
- Lighting
- How much should I shoot?
- Recording great quality sound
- Tips for being on camera

12.45 – 13.45 | LUNCH

13.45 – 15.00 | Breakout filming exercise

15.00 – 15.15 | TEA & COFFEE BREAK

15.15 – 16.30 | Editing & distribution

- Free editing programmes
- Editing on your phone
- Desktop editing
- Sending content to a production company to edit

16.30 | THAT'S A WRAP!

Interested in our one day training course? Get in touch with us today at hello@giantleapproductions.co.uk

