



CIM

The Chartered  
Institute of Marketing

## Video content

26 September 2017

### Programme Information

This practical workshop will involve the making and production of a video, so please come with the following to assist you during the session: -

- Smartphone or iPad/tablet device
- Laptop with video editing package installed i.e. iMovie (for Apple) or Movie Maker (for PC's)

#### Session 1 – The idea: My customer thinks...my customer believes...my customer wants

This first session will involve delegates being divided into groups to explore several different campaign ideas for both real life and fictitious campaigns.

#### Session 2 – The production

In this session, delegates will decide on an idea from the first group session and create a video script, along with filming the necessary footage to include as part of the video.

#### Session 3 – The editing

This session will introduce some of the free editing packages available, and producing a draft of the video using the content filmed in the previous session. We'll also look at how to select music tracks to accompany the video as well as creating simple intro and outro animations.

#### Session 4 – The audience and the conversion

This final session will focus on producing a communications plan for your video, detailing the best channels to use and when to use them to reach your desired audience.

You'll leave with a solid video marketing workflow that can be easily replicated for all video marketing projects.