

Next courses:
Wednesday 27th March
Wednesday 1st May
Thursday 2nd May

Transform your Video Output 1 Day Training Course

Does your role increasingly involve making video but you find it hard to make the right decisions about what creative approach to take and how to budget and schedule to make the biggest impact?

Shoot the Company's Video Training course is created and run by people who make videos all day every day to help steer you through content creation from start to finish. We will show how to make great videos that engage your audiences, fit your strategy and capture your story while maximising your budget to help transform your video output.

The course will include:

- Understanding how use video to compliment your existing content plan and where individual videos fit
- Different types of video and which one to choose
- A practical guide to commissioning animation
- The do's and don'ts of interviewing
- The best way to make self-shooting on phones a positive option · How to create a video brief & production schedule
- How to make the most of your budget
- How to enjoy the process!

Shoot the Company has 17 years of experience in the corporate and brand video space, making films for the biggest companies, sports and international organisations. We are applying all our learning, experience and practice into a day course to equip you to create great videos. A unique aspect of this course are the bespoke videos we have created that show in detail what goes into making videos to the highest standard as well as some of the common mistakes to avoid.

Our philosophy is that making a video should be an enjoyable process that creates content that you are proud of and can't wait to share to as wide an audience as possible. We will show you how to do that. The day will be comprised of four sections:

1. Breaking down the creative elements that make great video
2. Understanding content strategy and how to engage your target audiences
3. An insider's guide to filming, editing and animation
4. How to write a video briefing document, create and maximise a budget and schedule a filming day

You will have the opportunity to work closely with others in similar roles to yours, learn the language to brief companies, think creatively about your own campaigns and understand how video can work best. We will discuss what makes an engaging video at the right duration, how to maximise creative potential and how to cost up a production giving you the tools to make an informed decisions. We will run discussions and answer all questions in our face-to-face training so you leave ready to make superb content both in-house and with external agencies.

Your two trainers have worked together for 15 years.

Henry worked at the BBC on factual programmes before setting up Shoot the Company in 2006 to bring unscripted filmmaking to corporate clients. Shoot the Company have become an award-winning production agency working with clients across many sectors, specialising in creating honest, engaging and intelligent content that engages and educates viewers.

Sam first started in broadcast as a sound recordist working across all major channels, he was soon producing TV commercials and YouTube ads with his wife, his fledgling company was then acquired by global agency Jellyfish. He then set up his own business again, Mascot Films, making videos with organisations, working as a photographer, and more recently producing documentaries and podcasts.

Either join a training day at Shoot the Company's offices in Shoreditch, London or have a bespoke session at your office.

£499 per person
10am – 4pm including lunch