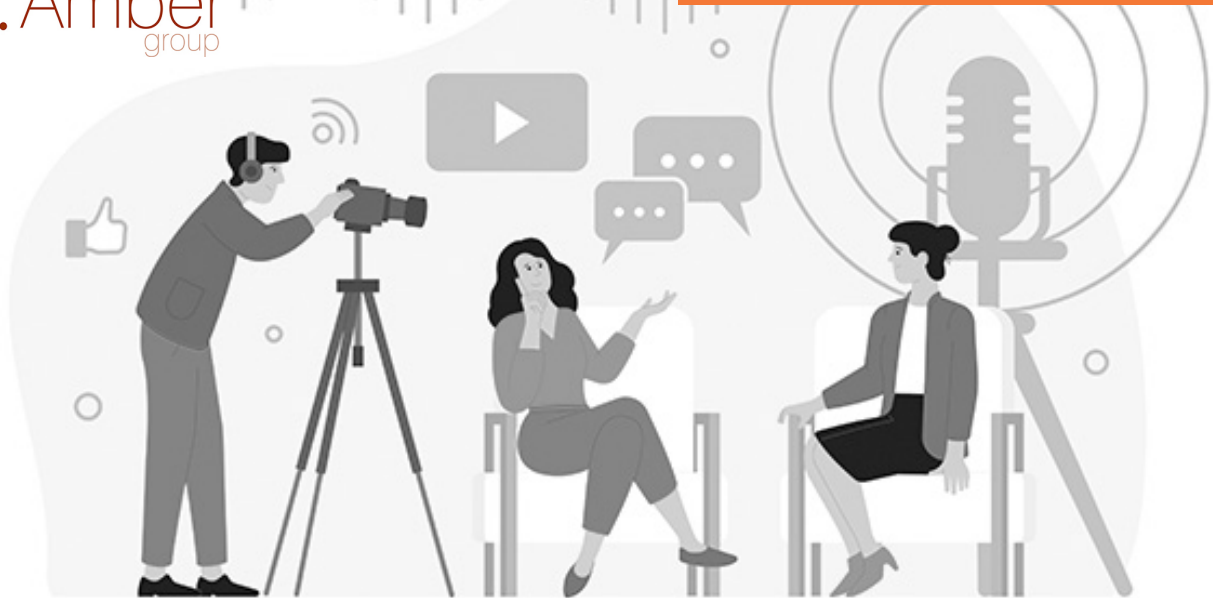




## GETTING STARTED WITH VIDEO



### GETTING STARTED WITH VIDEO

So you and your team have recognised more and more opportunities to make videos, although you've identified you might need a little help putting things together. Accessible and engaging video is essential for effective communication in today's screen and social media age and knowing how to approach, produce and deliver a video project is key to its success.

#### How to plan and make video work for you:

- Clearly explain your services to your target audience
- Content creation, script writing and delivery of your message
- Production planning, equipment, logistics and measurement

## WHY CHOOSE AMBER?

We help businesses to grow through people development. Specialising in management and communications skills, we offer a wide range of training including:

Presentation Skills; Personal Effectiveness (Insights Discovery); Media Training; Communicating with Impact; Storytelling for Business; Bid Support; Time Management and many more.

Formats include online and face-to-face workshops plus one-to-one coaching programmes for individual needs.

### WORKSHOP INCLUDES

- What do you want to achieve?
- Planning your content and a successful outcome
- Identifying and speak to your audience
- Equipment and time required
- How to source and work with a professional crew

#### Ideal for:

Comms teams, marketing executives and sales teams.



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