

LEARN TO MAKE ENGAGING INSTRUCTION VIDEOS WITH YOUR SMART PHONE!

BRING ONSITE TO YOUR ORGANIZATION!

www.trainermojo.com



VIDEO IN A DAY

Learn from international author and speaker, Jonathan Halls, how to make simple, engaging, instructional videos for microlearning and eLearning, using your smart phone in a practical 1-day, hands-on boot camp.



Are You Using Video for Learning?


Ninety percent of organizations will use video for training in 2020. Many will make their own videos in-house rather than hiring expensive production companies, because equipment is so affordable.

But affordable video isn't always good video. Learning management systems and intranets around the world are packed with videos that are poorly shot, edited and are clearly produced by novices.

Poorly produced instructional videos don't help learning. Studies show many people don't watch more than 15 seconds of video that looks amateurish. Which makes the time and energy invested into making video a waste.

But it doesn't have to be a waste. Trainers with the core skills to make polished videos are extending learning beyond the classroom. So workers can learn when they want, where they want, and how they want.

And trainers with video skills are extending the reputation and branding of the training department. That's why tomorrow's trainers and instructional designers need skills to make engaging learning videos to ensure their video leads to real, sustained learning.



This workshop introduces you to the key principles of effective training videos, professional media practices to make your videos look professional, techniques to make videos fast while maintaining quality, and methods to do it affordably using your smart phone.

In this session you will learn how to:

- Plan videos that keep viewers watching beyond those critical first 15 seconds,
- Save up to 50% of time making the video,
- Use a cell phone to film content but still make it look like it was shot professionally, and
- Edit the video following key professional video techniques.

Logistics

The program should be conducted in a spacious room with space to move around. Large windows with plenty of natural light is important. Participants may undertake filming activities around the building so it is advisable to consult security and Facilities Management if permission is needed. There are no PowerPoints in this program, however we will require a data projector and set of audio speakers to view video examples, as well as flip chart pads and pens. If lunch is provided, we urge clients to order healthy food, avoiding heavy carbs and starches which makes learning difficult after lunch.

Participants will need to bring a smart phone that has video functionality and laptop with Camtasia loaded on it (trial version OK.) Participants are also asked to be familiar with how their device transfers video files to their laptop.



Call: 703 483 2416
www.TrainerMojo.com



JONATHAN HALLS

Your teacher, Jonathan Halls, is a global expert on talent development and making training videos. He is author of the leading book on training videos, *Rapid Video for Trainers*. He also wrote, *Rapid Media for Trainers*, and *Video Script Writing*. He has taught thousands of trainers around America how to make training videos and podcasts.

Before working with training professionals, he trained journalists and media producers in 25 countries. Previously, he headed up the BBC's prestigious TV Training Department in London. And he has served on the jury for leading media awards including INMA's 2020 Global Media Awards, WAN IFRA's Middle East Digital Media Awards, and both the Asian and European Digital Media Awards. Halls is an adjunct professor at George Washington University in Washington, DC and splits his time between helping organizations develop digital media skills, modernizing training departments and helping learning executives develop talent strategies that achieve business objectives.

WHY THIS BOOT CAMP IS DIFFERENT ...

Anyone can show you how to press record on a cell phone and load the file into a computer. But not anyone can show you professional TV methods to use your smart phone camera to make professional quality videos. Jonathan has been teaching media production for 30 years and has got results helping individuals and organizations make better quality video, do it fast and do it on a shoestring.