HOW TO DESIGN WORKPLACE LEARNING VIDEOS

MELBOURNE 21 SEPT
SYDNEY 12 OCT
PERTH 22 FEB
BRISBANE 5 APRIL

SCRIPT — ENGAGE — EDIT —DELIVER

A workplace video can be a terrific learning tool. You can structure a problem, provide a solution, or explain a concept. Organisations can quickly build a library of useful videos. Because workplace videos are now easy to make and host, the critical 'preparation stage' tends to be forgotten. Think of a movie with striking imagery but little structure (*Waterworld* with Kevin Costner comes to mind).

In this course, participants discover the essential components of scripting. Participants will leverage adult learning principles to deliver engaging video content. By the end of the session each participant will have made their own video.

"Because workplace videos are now easy to create and host, the critical 'preparation stage' tends to be forgotten."

At the conclusion of this course participants will be able to:

- → Leverage critical adult learning principles for video
- → Make the right first impression (you don t get a second chance)
- → Script your presentation
- → Demonstrate engagement drivers
- → Chunk information for the viewer
- → Storyboard the narrative
- → Paraphrase and reiterate key information
- → Discuss light, shadows, colours, background. What works well?
- → Identify the #1 mistake that technical people make
- → Use engaging words and phrases
- → Set voice tonality and body language
- → Vocal warm-up techniques that actors use to project clarirty and confidence
- → Get rid of the tripod
- → Make a quality learning video
- → Discuss editing technology options
- → Host your video

Registration Form — To register, email this form to mail@preftrain.com

Name: _____ Position: _____

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Visa ☐ Mastercard ☐ Card Number: ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ Card Expiry ☐☐/☐☐

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Direct Deposit to BSB 063 270 Acct No. 10072387

MELBOURNE	21 September	Address: Cliftons, Level 1, 440 Collins Street Melbourne	9.00am – 4.00 pm ☐
SYDNEY	12 October	Address: Saxons Level 10, 10 Barrack Street, Sydney	9.00am – 4.00 pm ☐
PERTH	22 February	Address: Saxons L1, 140 St Georges Tce Perth	9.00am – 4.00 pm ☐
BRISBANE	5 April	Address: Saxons L11, 300 Adelaide Street Brisbane	9.00am – 4.00 pm ☐

How to Design Workplace Learning Videos Total No. of Seats ☐ X $620 + GST

Total for Training Programs: ☐ + GST

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