

course

Vodcasting

duration

1 day

delegates

4 people

description

5 Ps to the perfect video podcast (vodcast):

- Preparation
- Performance
- Post production
- Posting
- Promotion

aims

The principal aim of this course is to teach you how to create a video podcast, or vodcast, from concept to completion, giving you an excellent understanding of how vodcasts or video for the web can be used to meet your organisation's needs. Mosaic Publicity's vodcast course has been designed to help you understand how vodcasting can help your organisation, and to give you top tips for writing scripts, filming, editing and compressing. This course is fun, practical and hands on, with lots of exercises. By the end of the course you will have created your own vodcast and be ready to venture forth on your vodcasting journey of discovery.

programme

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| 9.00am | Arrival, welcome and introductions |
| 9.15am | Outline of the Course - What is vodcasting? How to use Vodcasts as part of your strategy. The history, the future and demonstrations. |
| 10.00am | Watching vodcasts <ul style="list-style-type: none"> • Where to find vodcasts • How do you download vodcasts • Examples of best practice |
| 11.00am | Refreshments |
| 11.15am | Creating vodcasts <ul style="list-style-type: none"> • Preparation: Equipment (hardware and software), storyboarding, scripting • Performing: Filming techniques, technical issues, top tips, voicing • Post-Production: Editing Using free software for PC |
| 1.00pm | Lunch |
| 1.30pm | Film short segment |
| 2.30pm | Tuition on video editing, practical exercise using your own footage |
| 3.30pm | Refreshments |
| 3.45pm | Posting <ul style="list-style-type: none"> • Using FTP web software and RSS syndication software • Understanding hosting solutions |
| | Promotion <ul style="list-style-type: none"> • Using PR and directories |
| 4.45pm | Evaluation and questions |
| 5.00pm | Close |

Sample course programme. Timings are approximate