

CREATING A VISUAL VIDEO PRESENCE

This workshop will guide you through the process of preparing and creating a professional video for your clients, corporate website and your YouTube channel.

In the morning, you will learn how to write a 30-second script by an award-winning script writer and author.

You will be given the template to help you write another 90-second video promo in preparation for your presentation.

You will be coached On

1. The 4 P's of speaking to a camera using – PACE – PITCH – PROJECTION and PRESENCE.
2. How to deliver your presentation to video with valuable feedback on the 4 P's.
3. How to prepare for the camera – use of a teleprompter, lights, camera, and microphone.
4. How the final product should be produced.

The Benefits

- You can build a rapport with your audience.
- You will instantly become more personable.
- It's a powerful way to promote your brand.
- You don't have to type anything for a change.
- You can demonstrate your expertise.
- You can show your creativity.
- It's an inexpensive marketing approach.
- You'll become more memorable.
- Helps you establish yourself as the authority.
- You can show your human side.
- Retain the attention of your target audience.



What you walk away with

1. Opportunity to engage with an attentive group of individuals from various professional backgrounds.
2. Your entire presentation edited with cut-away shots of your message.
3. Full HD video file.
4. Compressed HD video file ready for your website, clients and YouTube.
5. A unique video specifically edited for your message.
6. Up to 3 strategically placed capture angles.
7. A lavalier (lapel) microphone for high quality audio.
8. Coaching prior to filming.



Duration 1 Day (9.00 - 4.30)

Investment **Member**
\$585 GST free

Non Member
\$785 GST Free

Location The Institute for Learning Professionals
17 Gould Road HERSTON, BRISBANE

More Info Call 0415776669 or thepresentationcoach.com.au/