

# USING VIDEO FOR YOUR BUSINESS SUCCESS

**WORKSHOP DETAILS  
BY ITCHY FEET DIGITAL**



# DID YOU KNOW?



# Using video for business marketing

**The value of a one-minute video is equivalent to 1.8 million words. (Video Brewery)**

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. (Invisia)

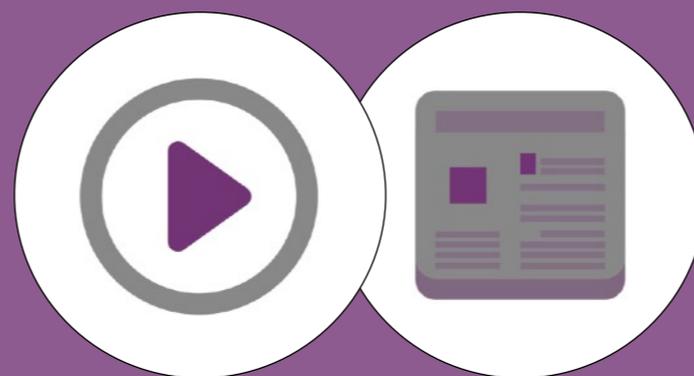
**Social video generates 1,200% more shares than text & images combined. (Animoto)**

Increases click through rates in email by 200-300%; (Brightcove)

**Businesses who use video grow revenue 49% faster than non-video users (Vid Yard)**

People gaze five times longer at video than at static content on Facebook and Instagram (Facebook).

# WORKSHOP OUTLINE



# WORKSHOP RUNDOWN

1

VIDEO 101

2

VIDEO FOR BIZ

3

PURPOSE

4

THE RIGHT  
TOOLS

5

FILMING - TECH  
TIPS

6

FILMING -  
CREATIVE INSPO

7

FILMING -  
PRACTICAL TIPS

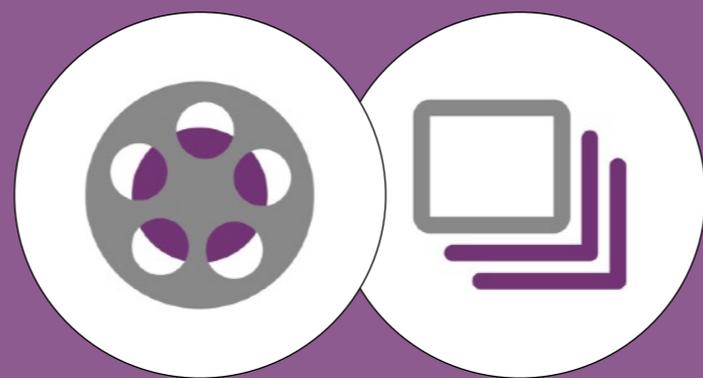
8

EDITING

9

PUBLISH

# FRAMEWORK



# Resources provided / required

**Presentation is designed for 3-4 hours**

Maximum recommended attendees is 20  
(Smaller group enables more targeted training)

**How-to manual & accessories list for attendees**

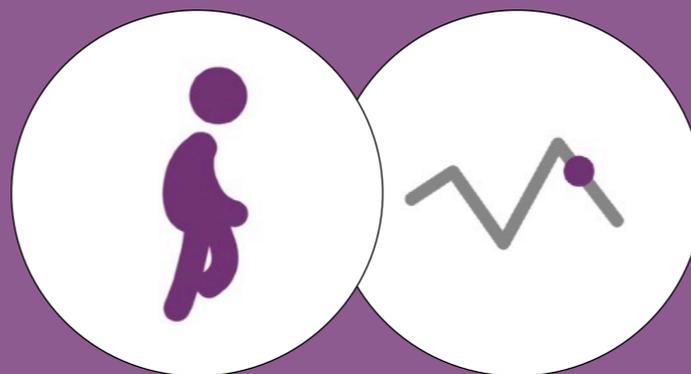
**Location / Room TBC (can be provided & charged at cost)**

**Room must have screen & audio facilities & internet (for demonstrations)**

Q & A session to be held at end of presentation

**Optional lucky door prize of an iPhone accessory (value \$50 at your cost)**

# OUTCOMES



# At completion of presentation, attendees will

Gain insights into why video is so effective

**Discover filming techniques used by professionals to capture best quality content**

Hear first-hand the different requirements for video content across social media platforms and websites

**See which shooting accessories make filming easier**

Have options for which editing software to use

**Be inspired & able to create their own content!**

# TRAINER



# AMY BINGHAM - ITCHY FEET DIGITAL

Experienced TV & video producer & shooter with 25 years experience

**Technically skilled & visually savvy**

Experienced trainer and presenter

**Small business owner with digital smarts**

Extensive list of happy SME clients

**Variety of client experience from large corporates to SMEs**

Track record of marketing video success

# INVESTMENT



# COSTS

## OPTION 1 - DIY Half Day Workshop

You organise, invite applicants, manage all communications, book venue, arrange refreshments, manage publicity, bookings and all communications as well as banner it under your logo etc. You can chose to on-charge attendees or not.

**COSTS**

**\$800**

## OPTION 2 - IFD Half Day Workshop

IFD manage all aspects of planning, publicity and communications as well as organising venue, managing logistics on the day etc. You provide us with access to a list of potential attendees.

**\$100 / head**

## OPTION 3 - Bespoke Workshop

We are happy to reduce or extend training for different organisational or community needs.

**On application**