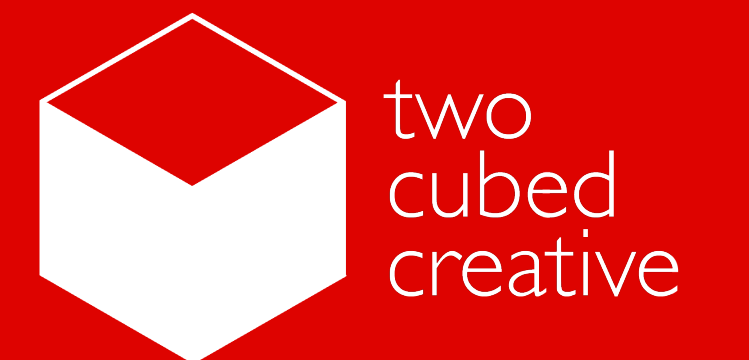


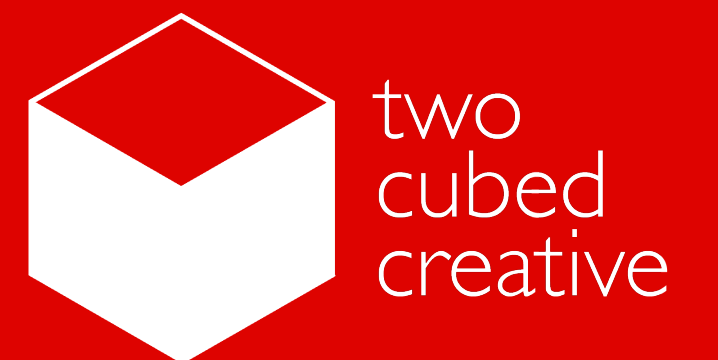


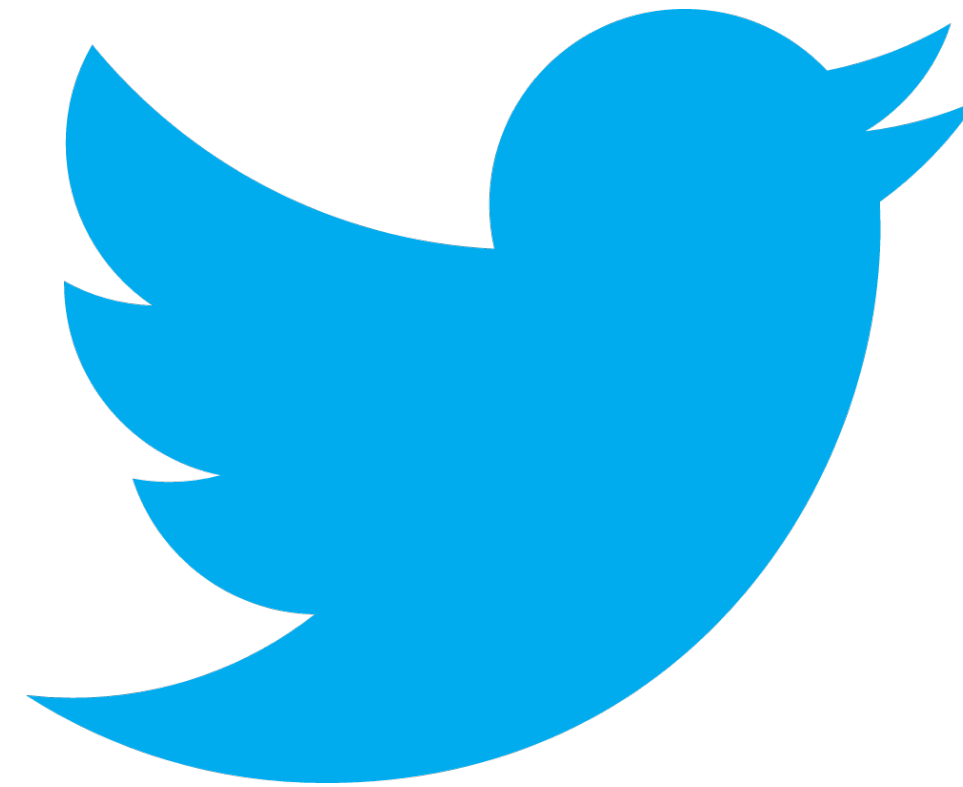
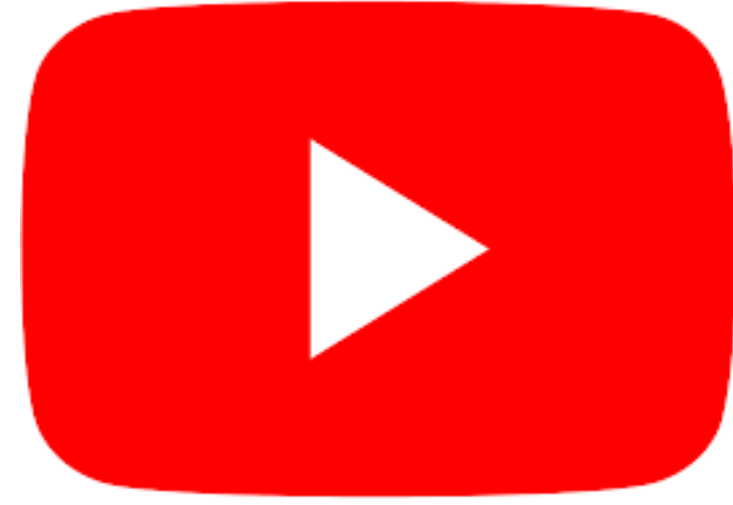
GET READY FOR VIDEO



*“A Video Speaks To People In A Way A Block Of  
Text Simply Can’t”*

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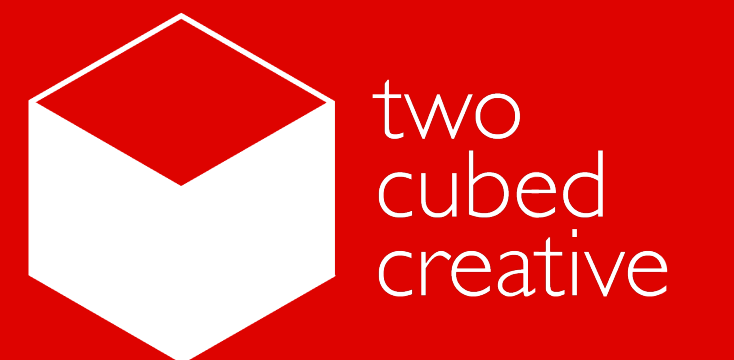




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# Why Video?

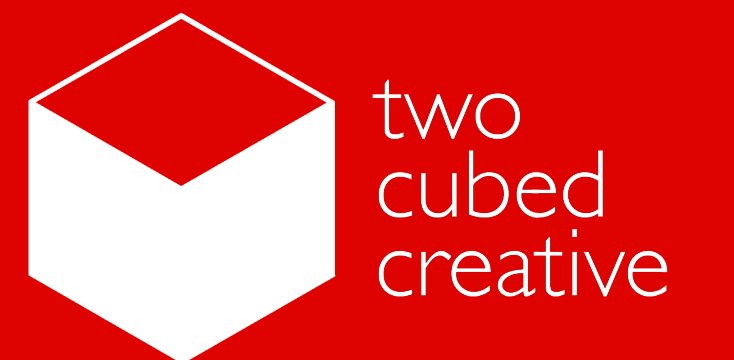
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# 78%

of people watch online videos every week.

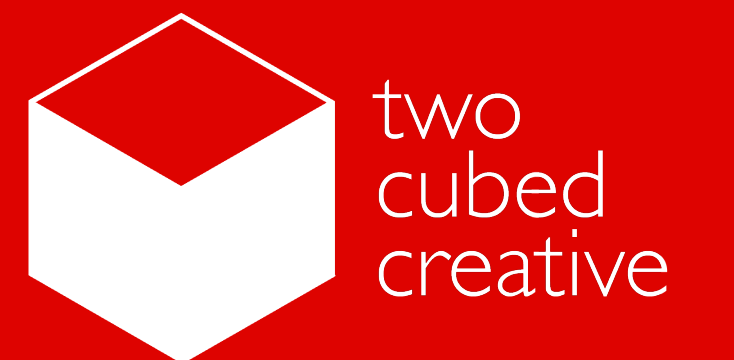
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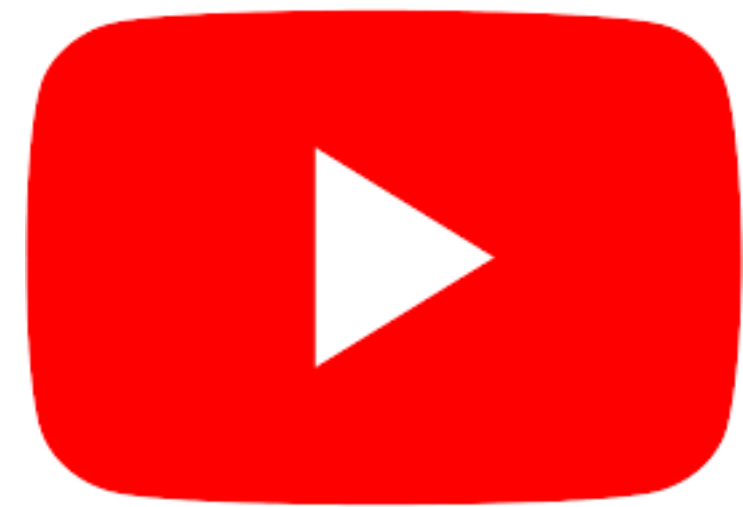


# 55%

of people watch online videos every day.

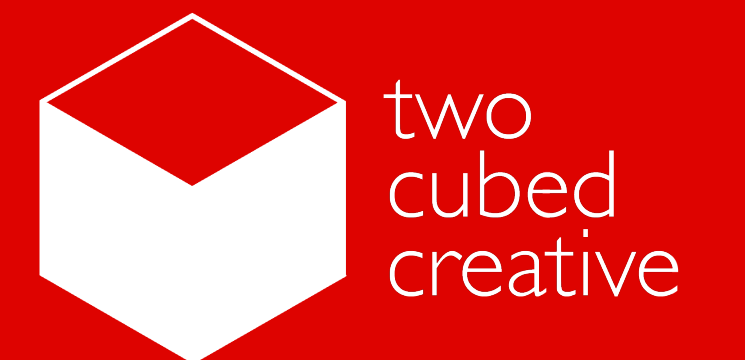
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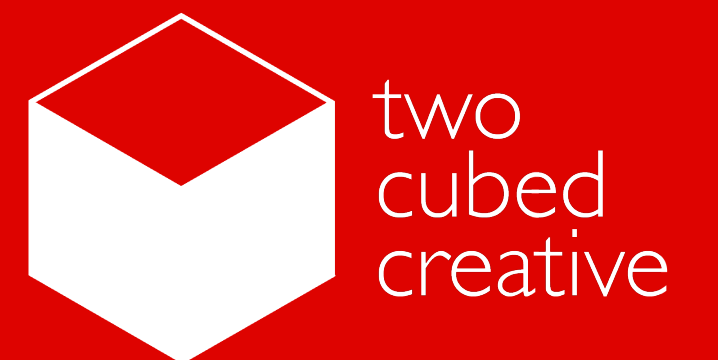
= second biggest search platform

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# What Can I Use Video For?

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Engage

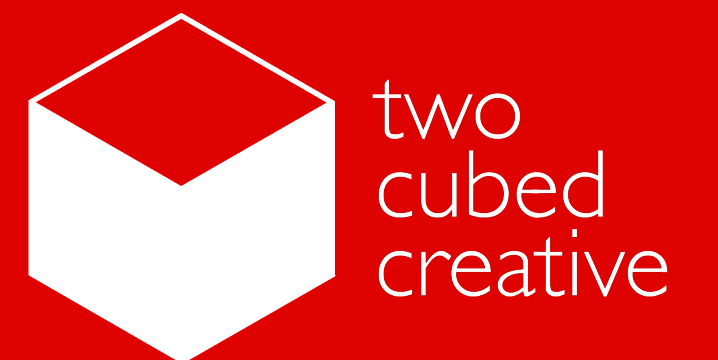
Update

Inspire

Inform

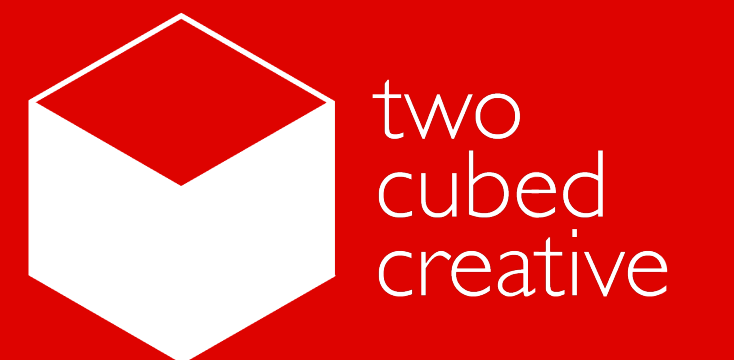
Entertain

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Build trust and share updates with your audience.

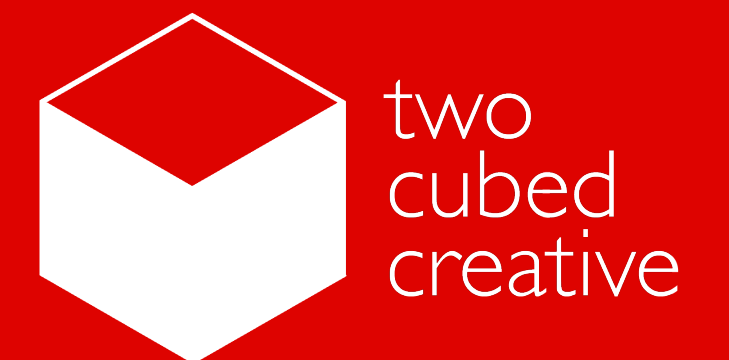
GET READY FOR VIDEO



Reinforce who you and your brand are and why people should come to you.

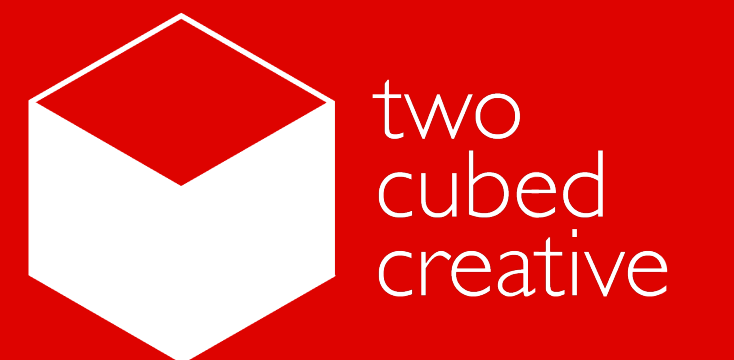
Showcase your personality.

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People want to see video.

GET READY FOR VIDEO



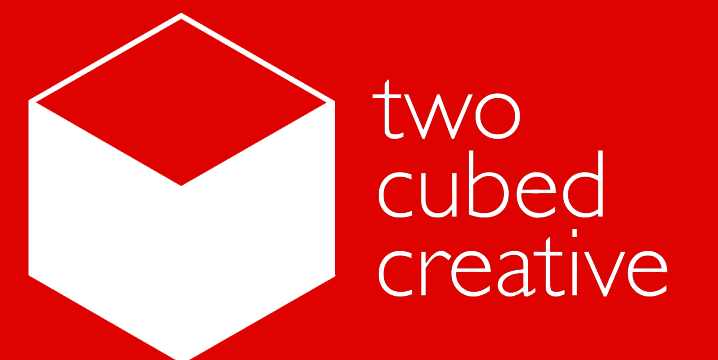
Easy to watch

Easy to share

Easy to get your point across

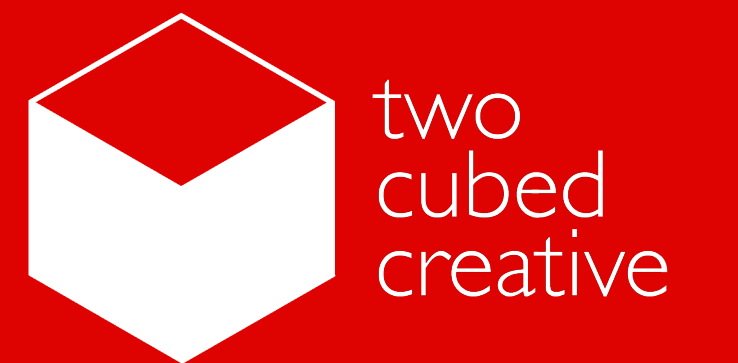
Easy to make

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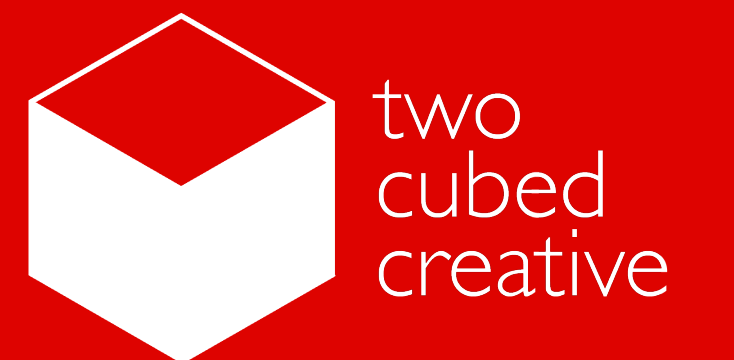
But...

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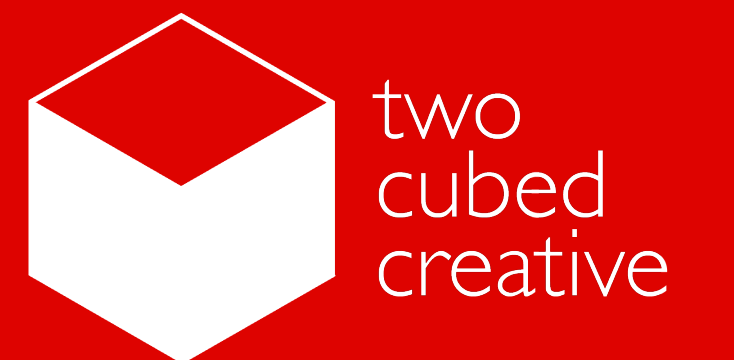
# Video Strategy is **Vital**

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What is your goal?

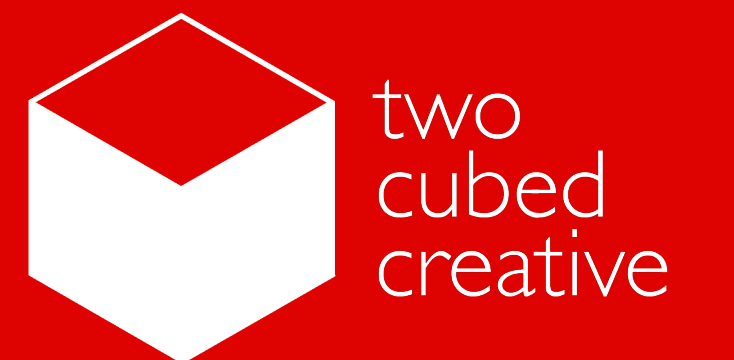
GET READY FOR VIDEO





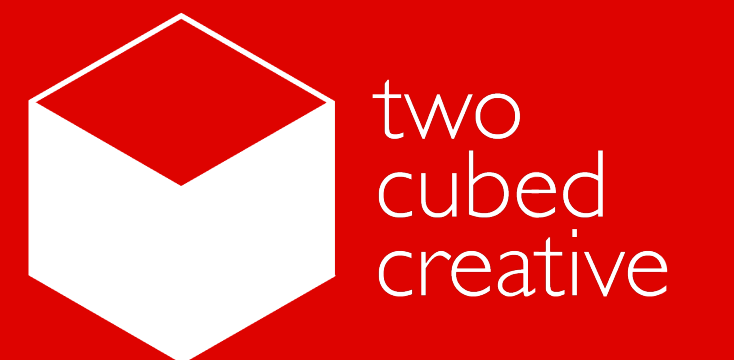
# Who are your audience?

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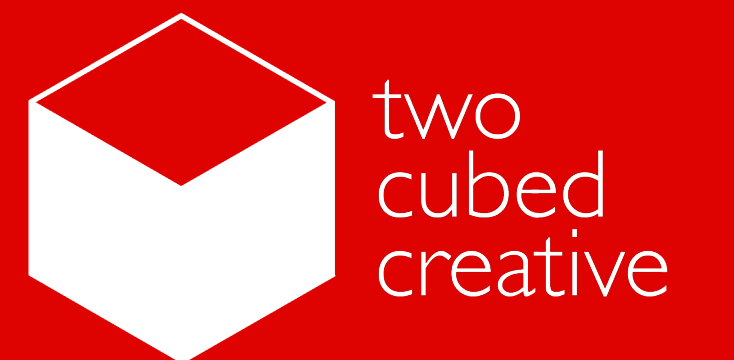
What stage of the journey are they on?

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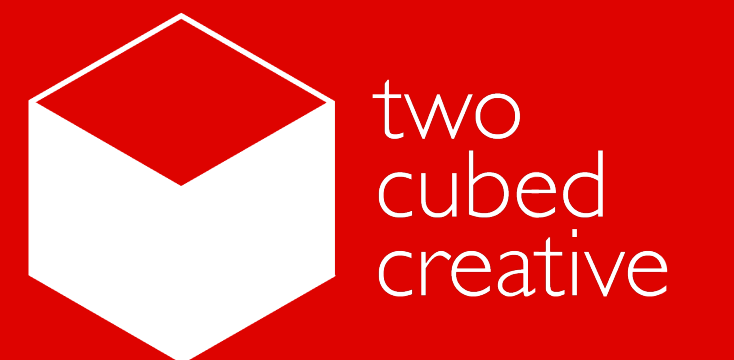
What are you going to say?

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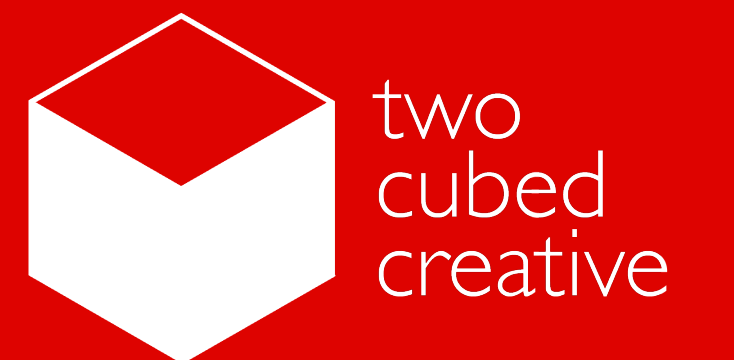
Where are you going to share the video?

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How are you going to make the video?

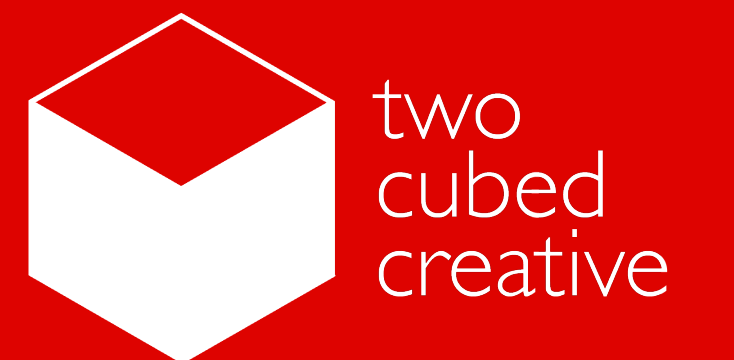
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# Tips & Tricks

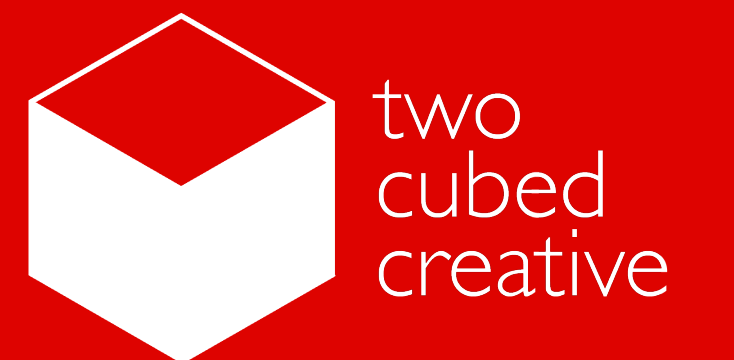
For shooting on mobile

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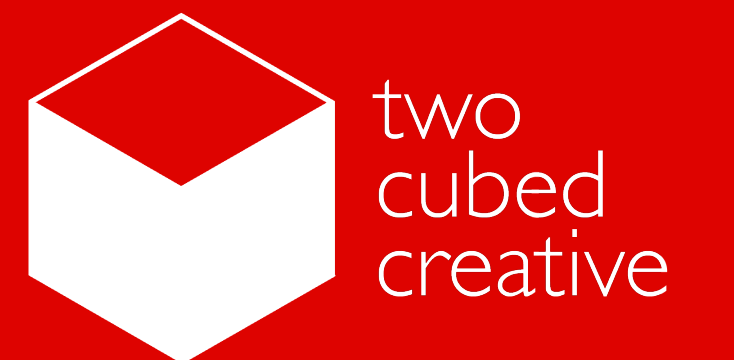
# Natural Light

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# Invest in a tripod

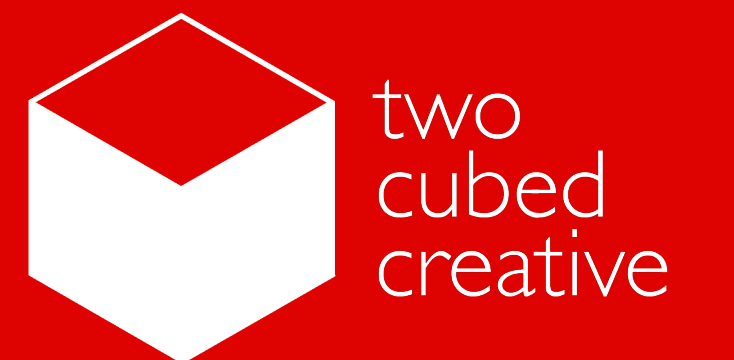
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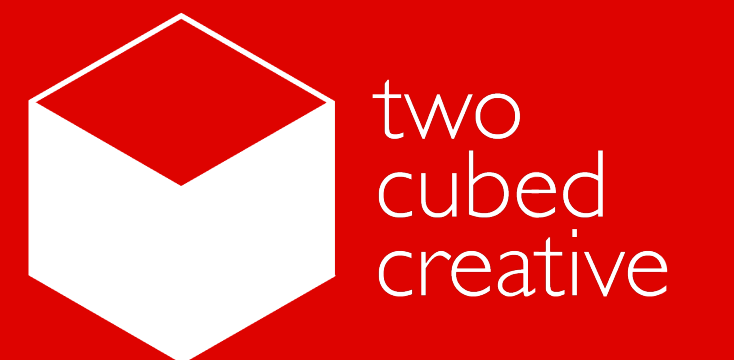
Find a quiet spot

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# Frame your shots like a pro

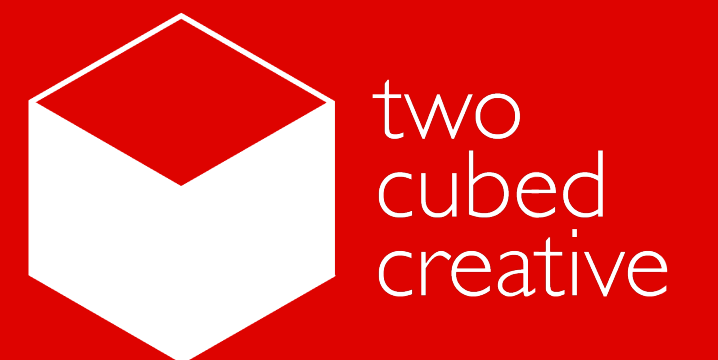
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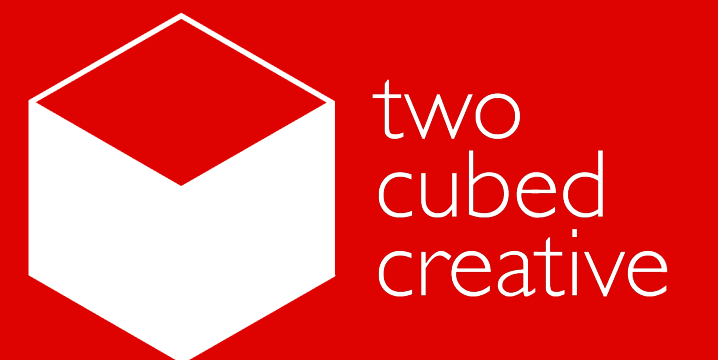
**DON'T** shoot against a window

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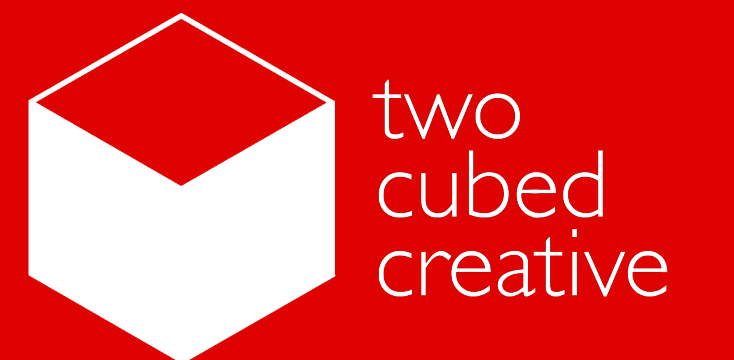
**DON'T** shoot in a dark corridor

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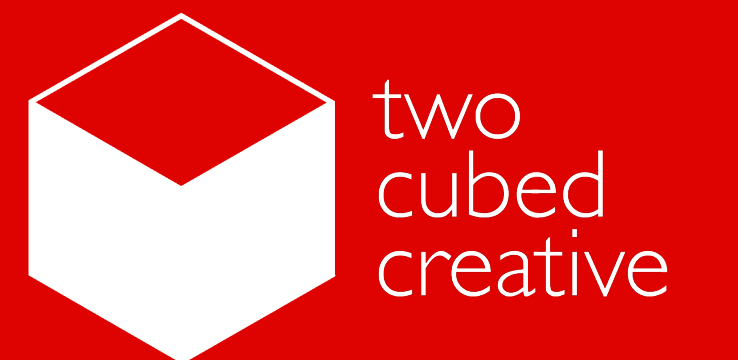
**THINK** about your backdrop

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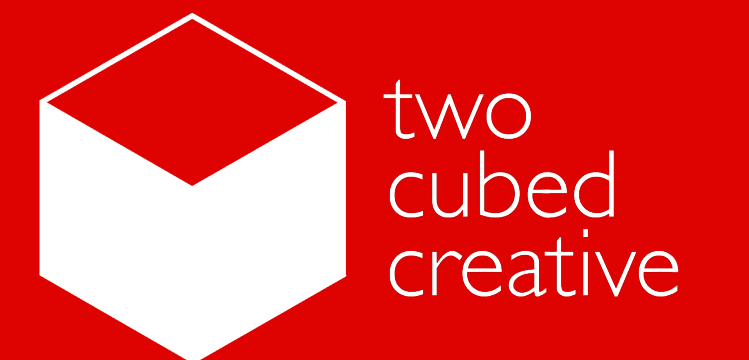
RELAX

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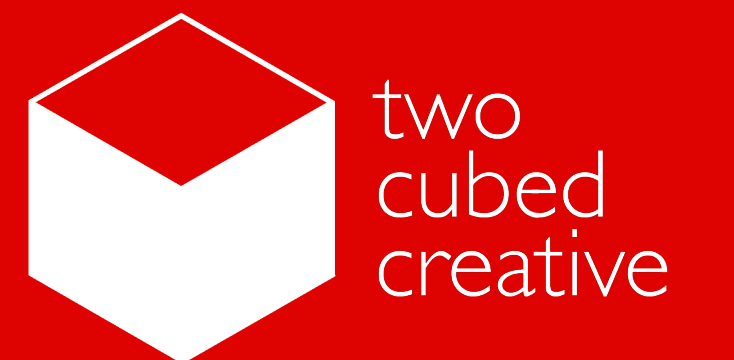
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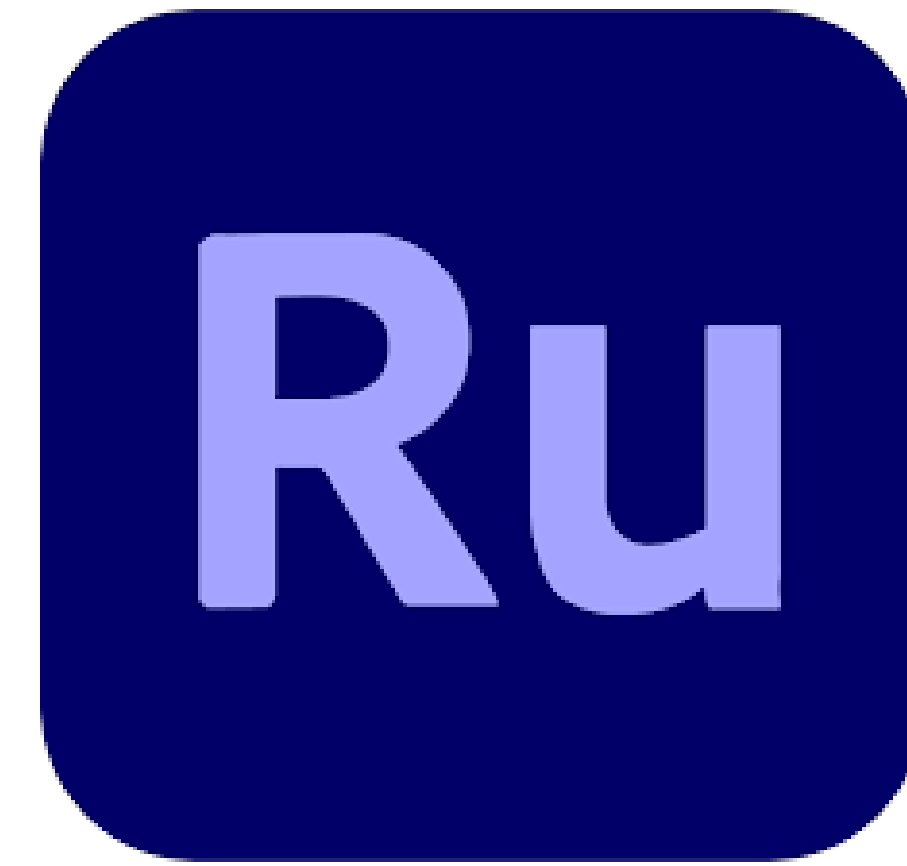




# Post-production

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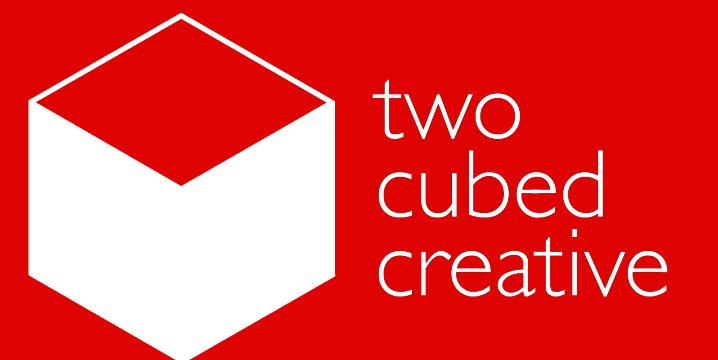
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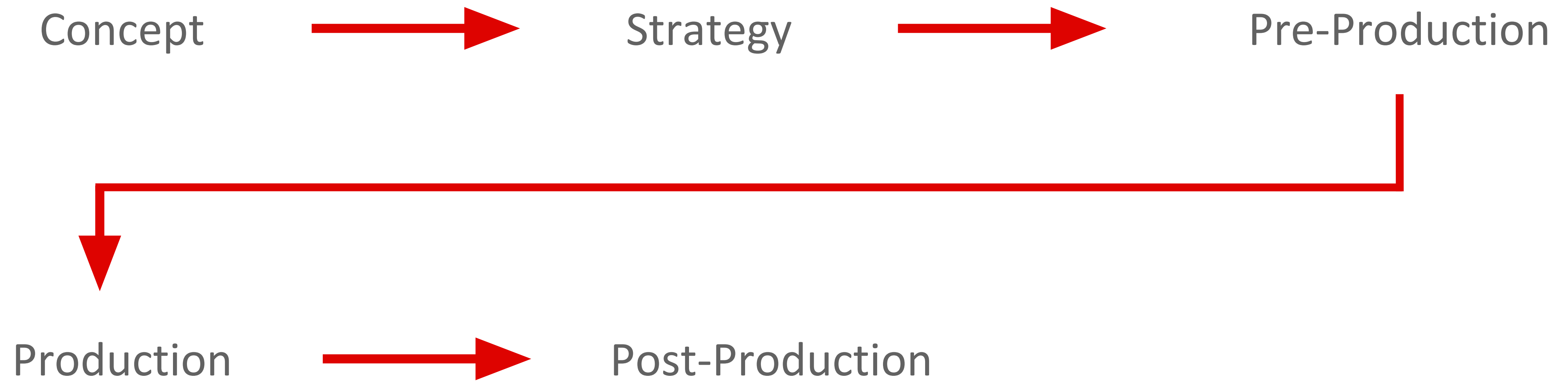
# Video Production 101 Training

For Social Enterprises

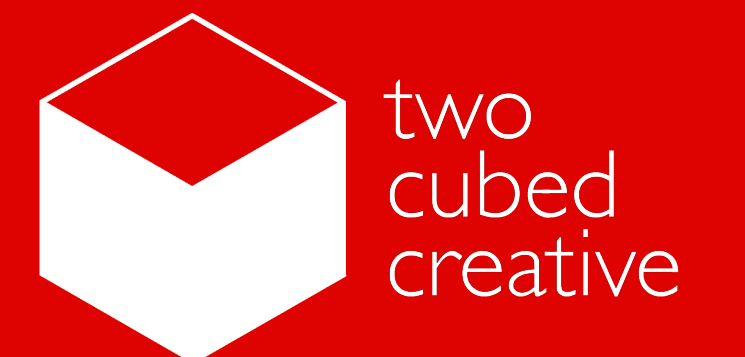
£50pp

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Create content your audience wants  
to see.

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