

Workshop Schedule for "The Video Marketing Accelerator"

with Wayne Denner

9:00 AM - 9:15 AM: Arrival & Networking

- Participants arrive, register, and engage in initial networking. Opportunity for attendees to meet each other.

9:15 AM - 9:30 AM: Welcome

9:30 AM - 10:30 AM: Introduction to Digital Marketing and Video Content

- **9:30 AM - 9:50 AM:** Overview of Digital Marketing
- **9:50 AM - 10:10 AM:** Importance of Video as a Content Medium
- **10:10 AM - 10:30 AM:** Discussion What has been stopping you from creating video content?

10:30 AM - 10:45 AM: Coffee Break

- A short break for refreshments and informal networking.

10:45 AM - 12:45 PM: Creating Video Content with Smartphones

- **10:45 AM - 11:30 AM:** Getting Started with Your Smartphone's Video Capabilities
- **11:30 AM - 12:00 PM:** The Importance of audio & basic equipment to improve your video content
- **12:00 PM - 12:45 PM:** Practical Exercise: Hitting the Record

12:45 PM - 1:45 PM: Lunch Break

- A one-hour break for lunch and relaxation.

1:45 PM - 3:15 PM: Basic Editing and Post-Production

- **1:45 PM - 2:15 PM:** Introduction to Editing Apps for Smartphones
- **2:15 PM - 2:45 PM:** Editing Basics and Hands-on Exercise
- **2:45 PM - 3:15 PM:** Enhancing Your Video with Ai & The all-important workflow
- **3:15 PM - 3:30 PM: Coffee Break** Another short break for refreshments before the final sessions.

3:30 PM - 5:00 PM: Platform-Specific Strategies for Video Content

- **3:30 PM - 4:00 PM:** Using Video on different platforms
- **4:00 PM - 4:30 PM:** Best Practices and Toolbox
- **4:30 PM - 5:00 PM:** Creating Effective Calls to Action (CTAs)