
Podcast Training – Avoid The Video Nasties!

A video clip on a website is usually the first thing visitors will click on. Get it right and they'll be impressed. Get it wrong, and they'll turn away, disappointed and let down. Either way you can't afford to miss the opportunity for effective communication that well produced video podcasts give you. And the great news is that it needn't cost more than a few pounds.

This course will show you the what, how and why of podcasting.

- **What** you need: a camera for only a few hundred pounds. A light for less than £50. A microphone for only £19. An autocue app for only £6.
- **How** you use them: learn from Paul Murrice, a television and radio reporter with more than thirty years experience, the techniques the professionals use to turn out perfect packages in minutes. Learn how to script, shoot, and edit on iMovie.
- **Why**: some of the world's most successful organisations build strong client relationships by having their staff talk direct, online, through video podcasts. It costs practically nothing. Wouldn't you like to be as successful as them?

Paul Murrice's podcast training courses take even the most inexperienced participant through the essential techniques of preparing the podcast, writing for the screen, filming so that it looks crisp and clean with sound that will have impact even on the smallest laptop, presenting to camera in a way that is compelling and authoritative, and editing a professional package on iMovie – the freely available video editing software. In one day you will become a successful small-screen presenter.

One-day Agenda:

VIDEO PRESENTATION AND PRODUCTION SKILLS TRAINING COURSE

09:30	The Video Package How to structure your video package for maximum audience interest and return Writing For The Screen – how to script your package to ensure that it works on screen. Filming Techniques –Camerawork, lighting, microphone placement, exterior and interior filming techniques. Editing Techniques – how to put your package together for different types of news report.
10:00	To-Camera presentation techniques Posture, gesticulation and movement Clothing and colour-coding Speaking Style – projection, breathing, pace and inflection How to Control Nerves Portable Autocue Presentation Techniques <ul style="list-style-type: none">• Participants'presentations will be recorded, and played back with immediate analysis.
12:00	TV Interviewing techniques Research – how to prepare Open Questioning – how to interview for a pre-filmed news package Persistent Questioning – how to ensure you get the answers your audience needs to hear. Shaping the interview – beginning, middle and end. Talkback/earpiece training – how to conduct an incisive interview while listening and responding to instructions from the gallery in your earpiece. <ul style="list-style-type: none">• Participants'presentations will be recorded, and played back with immediate analysis.
13:00	LUNCH
14:00	Producing Your Package Working together, participants will structure a simple news package. Interviews and GVs will be filmed, voice-over recorded and pieces to camera filmed. Paul Murrice will show how it can be quickly assembled into a sophisticated news package.
17:00	Close