



bristol business college

YOUR BEST BUSINESS DECISION

The Power of YouTube

Video is the most effective media for reaching customers. However, small & medium sized business avoid video because they believe it is difficult and expensive. YouTube has destroyed this myth. You can access a global audience for free, with videos that don't require a huge budget. You can create effective and professional YouTube videos for a next-to-nothing – if you invest a little in your own skills and understand your audience.

If you have a business worth talking about, then say it on YouTube.

This one-day masterclass is specifically designed for communication managers or owner managers without specialist production skills.

It provides an overview to YouTube and specific techniques for creating a business specific channel. Delegates will get an understanding of how to use YouTube as an integral part of their communication strategy. The course will highlight low-cost, fast-prototyping and simple production solutions. It is designed to be as interactive as possible with regular opportunities for discussion and actual production of pilot video content.

Course Objectives:

- ▶ Understand the potential of video
- ▶ Understand transparent marketing
- ▶ Understand the process of production
- ▶ The importance of dialogue
- ▶ Produce a pilot
- ▶ Building confidence through practice

Delegates will learn:

- ▶ Low-cost equipment requirements
- ▶ The tools and techniques that have a proven track record
- ▶ How to plan a video
- ▶ How to present
- ▶ Simple techniques for a professional video
- ▶ Posting, hosting and curating
- ▶ How to avoid the common mistakes
- ▶ How to fast-prototype productions
- ▶ What skills are required

Regular use is made of detailed case-studies, drawing on lessons learnt from other small and medium-sized businesses. This course will explore the practical steps needed to start, develop and maintain a YouTube business channel.

www.bristolbusinesscollege.com

*The Power of
YouTube*

1 Day Course