Video Marketing Agenda

The aim of the workshop is to give you a better understanding of:

- What is video marketing?
- Who are your audience and how to engage with them?
- What types of videos can you make for your business?
- What do you need to make videos?
- What can you do with your videos?
- The benefits of video and going 'Live'.

The following is the itinerary for the day:

9:00 Arrival, registration and tea & coffee

9:30 Introductions Venue House Rules i.e. fire exits, toilets etc

- ✓ What is video marketing?
- ✓ Who are your audience and how to engage with them?

10:45 *Break*

11:00 What types of videos can you make for your business? With Q&A

12:30 *Lunch*

13:15 What do you need to make videos?

14:30 *Break*

14:45 What can you do with your videos?

- ✓ The benefits of video and going 'Live'.

16:00 *Q&A*

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