



HONG BAO MEDIA

WEB TV 'LAUNCH READY' WORKSHOP

Program & Highlights

The HBM Web TV 'Launch Ready' Workshop is a comprehensive course for your entire online video team, including those you have designated to:

- ❖ Present on camera
- ❖ Operate the camera
- ❖ Edit and upload your in-house productions

Editorial Staff Training

Staff you nominate to manage the editorial workflow will learn:

- How to repurpose existing print copy for your web TV channel
- How to develop and manage the daily workflow to ensure smooth and consistent web TV production

Television Presenter Training

Staff you nominate for on-camera presentation will learn:

- How to extend their print-based editorial skills to television
- Posture and vocal techniques
- Hair, grooming and make-up

Camera & Editing Skills Workshop

Staff you nominate to operate the camera will learn:

- Composition and exposure, including maximizing the quality of consumer cameras & camera phones.
- Fundamentals of lighting: 3-point lighting, and making the most of natural and artificial light
- Principles of sound recording: introduction to lapel and gun mics, best mic position for good sound, and making the most out of your camera mic
- Editing using popular video editing software

The Trainers



Editorial & Television Presentation: **Glenn van Zutphen** (ex CNN), **Mark Laudi** (ex CNBC) & **Moira Coops** (ex CNBC)

Camera & Editing Skills: **Christopher Dickinson** (Lasalle School of the Arts/The Puttnam Film School & Nanyang Technological University's School of Art, Design and Media)

To book the HBM Web TV 'Launch Ready' Workshop for your online video team, please call +65 6223 2249 or email belinda.harston@investorcentral.org.

“YOUR PUBLICATION”-TV

Now every publication can have its own TV channel

You already produce valuable text content.

You have thought about producing online video for your publication’s website, to compliment your existing print copy and to generate additional advertising revenue.

Budgets are tight, so you want to produce all Web Television content in-house.

But you want to do it right.

Help is at hand

Turn to our team of experienced television presenters, producers and cameramen for:

- ❖ **Editorial Staff Training** – help your editors extend their experience to repurposing text and developing workflows
- ❖ **Television Presenter Training** – help your selected editorial staff extend their skills to on-camera presentation
- ❖ **Camera & Editing Skills Workshop** – help your technical staff become competent camera operators & video editors



The HBM Web TV ‘Launch Ready’ Workshop.

Talk to us today about how we can help your publication reach beyond text to generate more advertising income.



Studio:

171 Chin Swee Road
#09-05 San Centre
Singapore 169877

Phone: (+65) 6223 2249

Fax: (+65) 6264 6302

mark.laudi@hongbaomedia.com

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