



HONG BAO MEDIA

ONLINE VIDEO 'GETTING STARTED' WORKSHOP

Program & Highlights

The HBM Online Video 'Getting Started' Workshop is a comprehensive half-day course for your entire online video team, including those you have designated to:

- ❖ Present on camera
- ❖ Operate the cameras
- ❖ Edit and upload your in-house productions
- ❖ Select syndication channels

Television Presenter Training

Staff you nominate for on-camera presentation will learn:

- How and where to look
- 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/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

Syndication Roundtable

Decide which media to use, then deliver your content to your target audience.

The Trainers

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 Online Video 'Getting Started' Workshop for *your* online video team, please email amy.roberts@hongbaomedia.com or call +65 6223 2249

“YOUR COMPANY”-TV

Now every company can have its own TV channel

You have thought about producing online video to communicate all your company's product launches, internal announcements, even interviews with the CEO.

Budgets are tight, so you want to produce all your 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:

- ❖ **Television Presenter Training** – transform your communications staff into budding news anchors
- ❖ **Camera & Editing Skills Workshop** – help your in-house home video enthusiast become a competent cameraman & video editor
- ❖ **Syndication Roundtable** – decide which media to use, then deliver your content to your target audience



The HBM Online Video 'Getting Started' Workshop.
Talk to us today about how we can help your company join the online video revolution.



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