




# YOU'RE INVITED TO AN EXCLUSIVE SESSION

Join Our Nerdy Best Friend for  
A Hands-On Video Workshop   
DECEMBER 1 1PM – 4PM EST

BETH Z




## LIGHTS, SMARTPHONE, ACTION!

Since Steven Spielberg isn't going to intern at your company, **YOU** need to figure out how to make videos for social media, marketing and communications.




This hands-on workshop teaches you a dozen of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly.

## A BETH EXCLUSIVE

### HOW TO PREP FOR THE WORKSHOP

- 1** Make sure you join from your main computer and have your phone nearby. You'll want to have access to photos and videos you might want to incorporate.
- 2** Yes, you should wear pants. We will all be using our videos and microphones to work together during the workshop. No hiding behind a black square.
- 3** Block off the afternoon! This is truly a hands-on workshop. You won't want to multitask, babysit, cuddle with pets or cook dinner. This is your time to learn, explore and create.
- 4** Download apps on your phone: Animoto Slideshow Maker (Apple only), PicPlayPost, Magisto. Free trials are available for some programs.
- 5** Sign up for Lumen5, Powtoon, Adobe Spark, Biteable, Prezi Video on your computer. A free trial  comes with all programs.
- 6** Apple Users: Start your own Zoom meeting and click the share button and share your screen! This ability will come in handy and test it out before the session. It's recommended to use a cable instead of AirPlay.

## TAKEAWAYS

-  Improve your storytelling and image-creation skills for better multimedia content
-  Take home step-by-step guides for creating better videos
-  Evaluate different multimedia tools and apply strategies for their best uses in social media, marketing and communications

## RESERVE YOUR SEAT IN ADVANCE

Information on how to participate the day of the session will be coming soon  
Questions? Email Jennifer Becker