

# NHS EMPLOYERS

## AV TRAINING COURSE - PROGRAMME

9.00-9.30	<b>Registration</b>
10:00-10:10	<b>Welcome and introduction</b>
10:10-10.30	<b>Why is video important?</b>  What's driving the rising use and number of views of video? How does it link to social media, smartphones and trends in content consumption?
10.30-12.30	<b>Let's get filming!</b>  Introduction to video and filming including exploring the key elements of film equipment, framing and use of audio. Then putting the theory into practice and film, film, film!
12.30-13.30	<b>Lunch</b>
13.30-14.00	<b>Repurposing old content</b>  A look at how you can use the press releases, photos and statistics you already have in an easy to use video format. Perfect for sharing on your social media channels.
14.00-15.45	<b>Editing on apps and video showcasing</b>  Continuation of practical work from the morning session. Moving from filming to editing, adding audio and creating a final cut. Finally, showcasing your video before the class to share good practice and show off your hard work.
15.45-16.00	<b>Summary and course close</b>