



PREFERRED TRAINING
NETWORKS



HOW TO DESIGN WORKPLACE LEARNING VIDEOS

"The most honest form of filmmaking is to make a film for yourself." Peter Jackson

A workplace video can be a terrific learning tool. You can structure a problem, provide a solution, or explain a concept. In this course, participants discover the essential components of scripting. Nowadays, workplace videos are now easy to make and host, the critical 'preparation stage' tends to be forgotten. Think of a movie with striking imagery but little structure (like Waterworld with Kevin Costner). Participants will learn to leverage adult learning principles to deliver engaging video content. By the end of the session, each participant will have made their own video alongside a toolkit of new ideas and strategies.

Key Course Content:

- Leverage critical adult learning principles for video
- Make the right first impression (you don't get a second chance)
- Script your presentation
- Demonstrate engagement drivers
- Chunk information for the viewer
- Storyboard the narrative
- Paraphrase and reiterate key information
- Using light, shadows, colours, background.
- Use engaging words and phrases
- Set voice tonality and body language
- Vocal warm-up techniques that actors use to project clarity and confidence
- Get rid of the tripod
- Make a quality learning video
- Discuss editing technology options
- Host your video



Target Audience:

Managers and Staff



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.



Get a Quick Quote:

Let us know if you would like an obligation free quote for your organisation.

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