

How to Vodcast

A practical one-day foundation workshop on the principles of making a video podcast (vodcast) for distribution or download over the internet.

It is equally applicable to in-house PR executives and those who work in an agency

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Podcasting - and now vodcasting - is amongst the most valued internet tactics for communicating with key audiences. However, anything less than professionalism can damage your brand.

Delegates learn a step by step process for creating vodcasts that can be confidently uploaded for use by clients, customers and the media.

Delegates learn how to:

- Create good audio and video content that captures and holds an audience's attention.
- Plan vodcasts that reach a defined target audience, hold their interest and deliver key messages.
- Use websites like YouTube to deliver their video material.
- Create vodcast feeds.
- Plan snappy vodcast story lines.

COURSE CONTENT

What is Vodcasting?

A brief overview of vodcasting. What it is and what it can do for you and your organisation.

Planning your Vodcast

The key decisions to take when deciding on the content of your vodcast. Defining and describing your target audience. How audiences watch vodcasts. Liaising with your IT people to present your video material in the most convenient format.

Creating the Content

The best ways to use a vodcast. Your vodcast can contain anything, but what makes *good* content? What should be avoided? How topical must it be?

The Right Equipment

What you are going to need for both audio or video. How to use it. What to avoid wasting your money on. Keeping your corporate vodcasts cost-effective.

Video or Audio

What is the best medium to use? How do you want your audience to listen or watch? How to decide.

The pros and cons of different methods of uploading video, including using sites like YouTube.

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PR Training Provider