



GO MOTION ACADEMY

EXPERT TRAINING IN SOCIAL VIDEO

MASTERCLASS IN CAMERA & EDITING SKILLS

THE ULTIMATE TOOLKIT TO FILM AND EDIT QUALITY SOCIAL VIDEO

Introducing The Masterclass

In this live interactive workshop, you'll learn the basics of making simple professional-looking social video - as well as techniques around specific types of content, like thought-leadership, demos, tutorials, interviews and everything in between.

You'll also learn to edit video with the same principles and techniques used in television.

But you won't just learn technical skills.

We'll give you the editorial insight to tell a story really well, and the ability to further enhance it.

You'll be able to film and edit your own video content to an excellent standard, with easy apps and software that you can start using straight away.

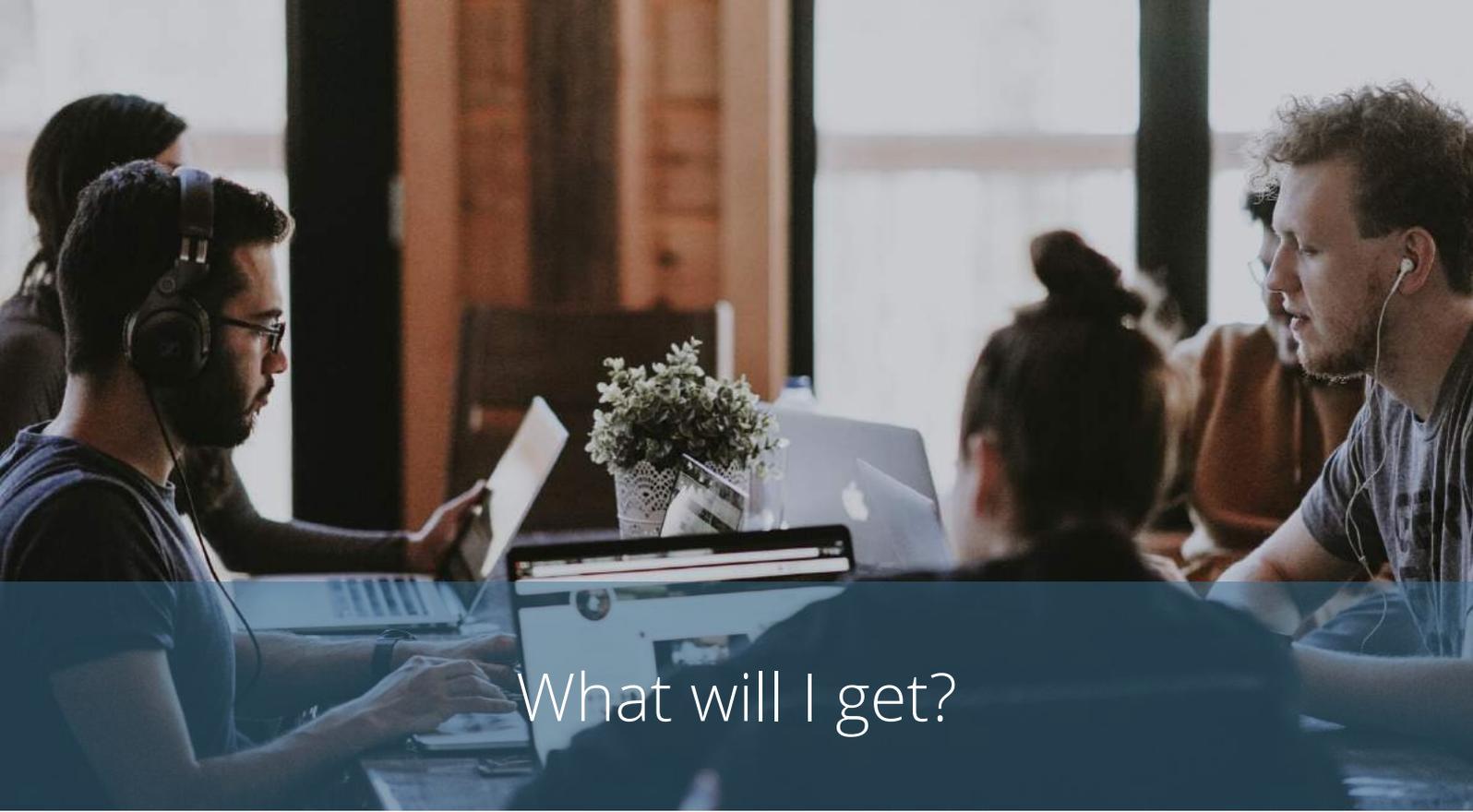
Who is this for?

The live workshop is specially designed for beginners, who want to get professional results from tools that actually work.

Who can benefit?

Anyone who needs video skills for:

- Digital Marketing
- Education & Training
- Community Management
- Content Management
- Internal Communications
- Entrepreneurship
- Social Media Management
- Learning & Development



What will I get?

- Practical training with tools that you can use straight away
- *The* most up-to-date video marketing information
- Industry examples and real-life tips
- Small group sizes for maximum attention
- Tried and tested reference materials
- A digital badge is awarded on course completion



What will I actually learn?

EQUIPMENT

Learn what accessories you need to shoot great video, and get our trusted recommended gear list.

USING VIDEO APPS FOR FILMING WITH YOUR PHONE

Get excellent results from your smartphone, using leading camera apps.

UNDERSTANDING COMPOSITION

How is it that some videos look professional and others don't? Normally, it's not just a question of technical standards, but of good composition.

MAKING THE CUT

This is the 'scissors section'! We'll show you the correct ways to cut a clip.

ADDING CUTAWAYS

Cutaways are the pictures that tell your story without words. You'll learn how to use them to advantage.

ADDING MUSIC

We'll give you sources for cost-free copyright-free music to add to your videos. And we'll show you how to add music so it's technically correct.

ADDING TEXT AND GRAPHICS

Critical for social video: subtitles and on-screen text. We'll show you how to use brand fonts and generate on-brand end-boards.

...AND A WHOLE LOT MORE BESIDES!



What equipment do I need for the course?

You just need your smartphone and a laptop, both ideally not more than three years old - and where you can actually see your desktop underneath all the folders :)

We'll let you know the apps and the free editing software to download as soon as you're booked in.

They work on iOS /Android and PC/Mac, and they're awesome.

If you have concerns in advance, just drop us a line at info@gomotionacademy.com



Why choose Go Motion Academy?

- Practical solutions - we'll give you the tools and skills to get started right away. No waiting for procurement.
- Our track record - check our [Google reviews](#) and [testimonials](#).
- High standards - we push you to get your best results, both technically and editorially.
- Cutting edge info - we constantly update our material to reflect video marketing trends. If it's happening in social video, it's happening in the training.
- Takeaways - you'll get step-by-step guides to keep you on track once you're out in the field.
- Small class sizes - places are limited for maximum attention



Director

Niamh Guckian is a highly-experienced television producer director, formerly with RTÉ, The Irish Times and Deutsche Welle Akademie. Additionally, as a BBC-qualified trainer, she has been mentoring and training content makers in video for social media over the last ten years.

Niamh has a deep understanding of the needs of businesses as they leverage their video content to achieve challenging commercial and editorial targets, while maintaining brand integrity.

Niamh is the founder of **Go Motion Academy**, which she calls 'film school for business.' The academy is founded on the three key principles of high broadcast standards, excellent storytelling, and training that is accessible for everyone.

"What sets this training apart is my extensive experience with content. I have been responsible for broadcast output throughout my career, and I understand the pressure that goes along with that, as well as the great reward of making meaningful content that audiences enjoy."

"My objective is not only to give people the skills to film and edit with confidence, but to help them to generate great ideas for video stories. How an idea becomes a piece of video, and then a series of videos that engages a distinct target audience - that's the key to sustainable and meaningful social video content."

Her combined experience as a distinguished content producer, and as a trusted media trainer, makes her a hugely credible force in the field of social video.

Masterclass Details

Price:

Early Bird €745

Full Price €845

Discounts available for group bookings

Fees can be paid by company invoice when required

Course hours: 0930-1630 with 45 minutes for lunch

Would you like to up-skill a team?

We can do a bespoke online training course.

Get in touch at info@gomotionacademy.com

We look forward to hearing from you.

GO MOTION ACADEMY

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