

GO MOTION ACADEMY

EXPERT TRAINING IN SOCIAL VIDEO



VIDEO FOR LINKEDIN

UNLOCK THE CONFIDENCE TO MAKE GREAT LEADERSHIP VIDEO
FOR YOUR PERSONAL BRAND

Introducing The Workshop

Got a smartphone / laptop and an internet connection? You're ready to master the art of LinkedIn video creation with Go Motion Academy. This is your chance to tap into our years of experience with some of the biggest big-deal names in the business world. LinkedIn included.

Learn basic video creation techniques that are so simple, you won't believe you waited so long to get started.

Learn to make quality video for LinkedIn so that you can consistently show up for your clients as a leader in your field. Find out how to make simple video a part of your regular workflow, so that it's not an effort or a chore.

Sure, we cover all the technical stuff you need to know about, but that's not even the half of it. You can shoot and edit using expensive equipment, but if the content's not there, you've got nothing. Go Motion Academy will swiftly show you how to impress on LinkedIn with well-shot and well-structured content. All you need is the confidence to start.

Every part of this all-inclusive workshop has been made with beginners in mind, empowering you to get professional results that'll make your peers and competitors stop and look. Learn from broadcast professionals who are ready to share their secrets with you - secrets many successful content creators don't want you to know about.

Who is this for?

This live workshop is specially designed for beginners, who want to get active on LinkedIn with video that reflects professionalism and expertise.

Who can benefit?

Anyone who needs video skills for:

- Executive communications
- Business presentations
- Coaching
- Pitches
- Personal branding
- On-boarding
- Thought leadership
- Sales



What will I get?

- Practical training with tools that you can use straight away
- *The* most up-to-date thought leadership video 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. Our focus here is on great pictures, and even better audio.

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.

EASY EDITING

We'll show you how to top and tail, add music, add graphics and other elements to your finished video.

STORY STRUCTURE FOR VIDEO

Storytelling is as easy or complex as you make it. We prefer easy :) We'll give you a thought leadership structure that will work every time, so that you don't have to start from scratch with a blank page.

THE SET UP

We'll look at the ways to make any space usable with a focus on lighting, depth of field and neutral backdrops, so you'll know how to make a good-looking video in any space.

...AND A WHOLE LOT MORE BESIDES!



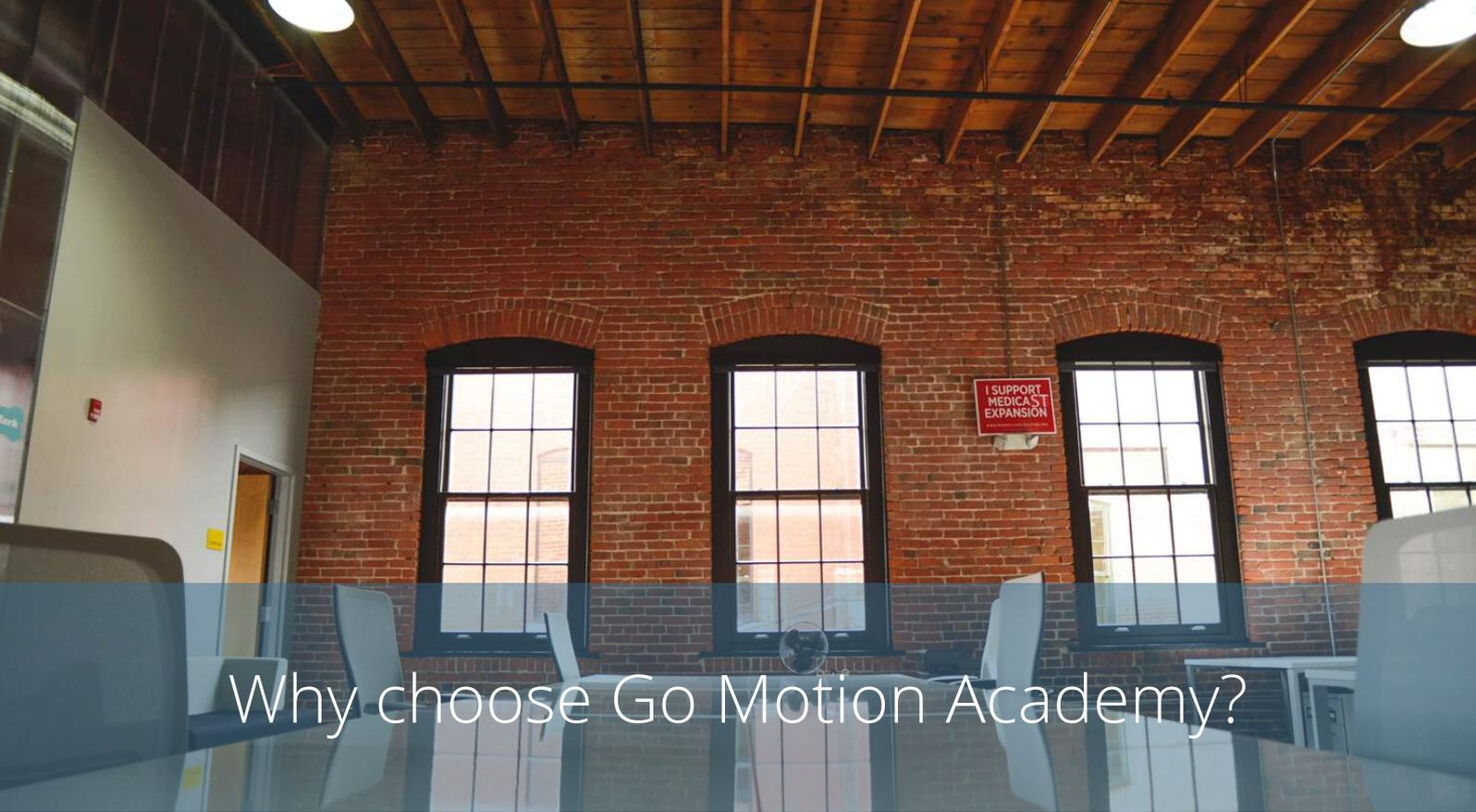
What equipment do I need for the course?

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 to download as soon as you're booked in.

They work on iOS /Android, 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 has dedicated her career to visual media, with broad experience as a producer and director with the likes of RTÉ, The Irish Times, and the Deutsche Welle Akademie.

Niamh is also a BBC-qualified trainer, and has been mentoring ambitious content creators for the best part of a decade. Niamh has a deep understanding of business needs in the digital age, training people to use video content to promote positive purchasing decisions. She is an undisputed pro in cracking tough formats, without compromising brand integrity. Niamh founded Go Motion Academy with the vision of building a “film school for business.”

Three key principles pulse at the heart of everything the academy does, including high broadcast standards, online platform expertise, and accessible training. Niamh’s vast experience in content creation and handling, with immense broadcast output responsibility, puts her in a prime position to help people master video creation. She thrives in high-pressure broadcast environments, helping others to stay focused on their storytelling and achieve success at the end of the day.

Niamh knows what it takes to create content audiences truly enjoy and want to engage with, which all begins with not only the skills to film and edit, but the confidence to do so too. Those who work with her quickly evolve into confident content-creating machines, poised to laser-target tough audiences with precision through meaningful, sustainable video content.

As a distinguished content producer and trusted media trainer, Niamh is undoubtedly a credible force to be reckoned with in the world of video creation. Her courses are tried, tested, and proven to deliver real results - pushing limits and breaking boundaries for ambitious content creators and digital marketers.

Video For LinkedIn Details

Price:

Early Bird €450

Full Price €550

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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