

GO MOTION ACADEMY

EXPERT TRAINING IN SOCIAL VIDEO



WEBINAR PRO

GO BEYOND BASIC VIDEO CONFERENCING
TO PRODUCE YOUR OWN PROFESSIONAL WEBINAR

Introducing The Workshop

Do you feel limited by basic video conferencing software?

Do you have lots of different material to share like slides, videos, multiple contributors, and you're not sure how to put it all together?

Are you stressed by those awkward screen shares that seem to take forever?!

Webinars and virtual events are here to stay, and we want to put *you* comfortably in the director's chair. This is your chance to tap into our years of television experience, to make your webinars look and sound so much more professional.

Learn how to make a smooth and seamless viewing experience for your clients and customers, so that you can consistently show up for them as a leader in your field. Find out how to make webinars and town halls a part of your regular workflow, so that it's not an effort or a chore.

Whether it's live or pre-recorded content, we've got the workflow you need. Every part of this 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 a broadcast professional who is ready to share best practices with you.

Who is this for?

This live workshop is specially designed for beginners, who want to make excellent webinars, that reflect professionalism and expertise.

Who can benefit?

Anyone who needs webinars for:

- Internal communications
- Business presentations
- Virtual events
- Pitches and demos
- Personal branding
- On-boarding videos
- Training videos
- Sales videos



What will I get?

- Practical training with tools that you can use straight away
- *The* most up-to-date video webinar 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 film a quality webinar, and get our trusted recommended gear list.

SOFTWARE

Get excellent results from free software that allows you to live mix multiple sources, like camera, slides, music, graphics and much more.

LIVE OR RECORDED MATERIAL

We'll guide you in either case - whether you're going live with your webinar, or recording it for later.

STRUCTURE

Every presentation needs a comprehensive plan that also allows for flexibility on the fly. We'll give you a structure that will keep everyone on track.

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 presentation from any space.

...AND A WHOLE LOT MORE BESIDES!



What equipment do I need for the course?

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

Ideally, you should use a mouse during training. Trackpads are tricky.

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

It works on PC or Mac and it's 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 always exploring ways to generate formats, without compromising brand integrity.

Niamh founded Go Motion Academy with the vision of building a “film school for business.”

Three key principles are at the heart of everything the academy does: high broadcast standards, online platform expertise, and accessible training.

Niamh’s huge experience in content creation and technology, combined with significant editorial responsibility, puts her in a prime position to help people master video creation. She thrives in helping others to achieve their goals.

Niamh knows what it takes to create content audiences truly enjoy and want to engage with. That begins with the skills to film and edit, but requires the confidence to do so too. Those who work with Niamh develop that confidence, and learn lasting skills to create meaningful and sustainable video content.

Webinar Production Details

Price:

Early Bird €329

Full Price €379

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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