

# PROFESSIONAL VIDEO MAKING FOR SMALL BUSINESS

WEDNESDAY  
4 MARCH 2020

5.30PM - 7.30PM

GREATER SHEPPARTON  
BUSINESS CENTRE,  
70 NEW DOOKIE ROAD,  
SHEPPARTON 3630

## BOOKINGS ESSENTIAL

Register and Book:  
[asbas.melbourneinnovation.com.au](http://asbas.melbourneinnovation.com.au)

Booking enquiries contact:  
(03) 9490 1402

*All participants are required to bring mobile phone, mobile phone charger, notepad and pen.*

This is a practical, hands-on workshop that will teach you how to make high-quality video using nothing but your smartphone. Perfect for business owners who have struggled to incorporate video into their marketing due to cost and skill barriers. You will leave knowing how to achieve a professional standard of video.

Video captures an audience's attention faster and for longer than any other form of media. It is proven to increase click-through rates, sales, and provide exposure for your brand. 90% of users feel that product videos assist in their buying decision process. This workshop will help you better engage potential customers.

Here is a quick taste of some of the topics we'll discuss:

- Content: the focus of your video (product, interview, behind-the-scenes, etc.)
- Script: the content and structure of your script
- Delivery: voice projection, articulation, microphone technique
- Appearance: camera work, framing, lighting, colours, and hair/makeup

This workshop is for small business owners who want to:

- Start releasing video content for their business
- Save money by creating their own video using a mobile
- More effectively attract and engage customers with video

**Register Directly Here:**

<https://professional-video-making-greater-shepparton.eventbrite.com.au>

## THIS PROGRAM IS DELIVERED BY:



**Australian  
Small Business  
Advisory Services**  
*DIGITAL SOLUTIONS*  
AN AUSTRALIAN GOVERNMENT INITIATIVE

## THIS PROGRAM IS SUPPORTED BY:



You must be registered for the ASBAS Digital Solutions Program and be eligible to attend this workshop.