

## PR-Net offers training on PR video creation with smartphones

Stanley Edwards, who has been in media production since 1986, will present a training session for PR-Net on how to use a smartphone camera to generate video content for clients. He will present this from noon until 4pm on Thursday 21 April 2016 at Richard's Supper Stage in Sea Point, Cape Town.



Stanley Edwards

Video is changing the face of business and how people communicate to a hyper-connected audience. Video itself is not new, but its application for marketing and PR is transforming, posing new opportunities and affecting small and big companies alike. Consumer appetite for video is voracious. Within five years, video will account for over 80% of online video traffic, a number that will only continue to grow.

Overall, video is less costly to create than ever before with improved technology such as smartphones, and a growing number of platforms to distribute video content effectively. Rather than spending huge amounts, smaller companies can produce quality video content that is entertaining, engaging and relevant.

Useful video content should be at the core of your communications, as strategy and research indicates the social video generates 1200% more shares than text and images combined. Companies using video enjoy 41% more web traffic from search than non-video users and video on a landing page can increase conversions by 80% or more.

In order to leverage the power of video one needs to understand the production process from the initial brief, the creative approach, the distribution platforms and most importantly, how to allocate budgets. This short course will go through the technical and creative process and include new digital production tools and mobile apps to create content and platforms to share video content simply and cost effectively. It will include:

- Understanding the audience
- Developing and delivering a brief to all involved in the process
- Concept development & storyboarding
- What creative approach is best?
- What is content marketing?
- The pre and post production process
- Developing and managing a production budget

- Production tools and apps for cost effective content creation and sharing
  - Video distribution platforms - YouTube, Social Media, Snapchat and others
  - Virtual and augmented reality - what is it and how can you use it?
- 
- Live video streaming

## **About the presenter**

Edwards received his National Diploma in Photography from the Port Elizabeth Technikon and has worked as a director/producer for production houses in Port Elizabeth, Johannesburg and Cape Town. In 1992, he founded Platypus Productions, a full-service content production company whose services include television commercials, broadcast productions, corporate communications, branded entertainment, new media and digital. In 2012, he founded Platypus Digital, which focuses on digital content production and developing delivery platforms, retail and event display technologies, interactive solutions and applications for mobile platforms.

Tickets are R500 each and include tea/coffee and a light snack. Free Wi-Fi is available. For more information, go to [www.pr-net.co.za](http://www.pr-net.co.za) or go to <http://bit.ly/PRNetVideo>.

For more, visit: <https://www.bizcommunity.com>