

Confidence on camera

Training and recording sessions for the ‘Digital Communication’ course



1-2 July 2019

Rua Simplicio Passos de Gouveia, 21
9004-565 Funchal, Portugal





**Training “Confidence on camera” and recording session
for “Digital communication” online course
1-2 July 2019
Funchal, Portugal**

Day one

Monday, 1 July 2019

08.30 – 09.00 Registration

09.00 – 10.00 Welcome and introduction

- State of play regarding the course
- Presentation of the final course structure
- Brief demonstration of the “Online Learning Platform”

10.00 – 11.00 “Confidence on camera” training – part I

External trainer

- What do we need to consider when preparing a video?
- How to optimize the facial appearance (make up, what to wear, do-s and don't-s)?

11.00 – 11.20 Coffee break

11.20 – 13.00 “Confidence on camera” training – part II

- How to do the recording - general advice
- Tips: positioning of camera, microphone, body language, etc.

13.00 – 14.00 Lunch break

14.00 – 15.30 “Confidence on camera” training – part III

- How to prepare a short text for video and next how to present it in an interesting way?
- How to act in a natural way in front of a camera and how to speak (tone, pace, breathing)?

15.30 – 15.50 Coffee break

15.50 – 17.00 “Confidence on camera” training – practical exercise

- Participants will practice recording videos for the course

17.00 *Closure of day 1*



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Day two

Tuesday, 2 July 2019

- 09.00 – 09.30** Welcome and setup of the recording equipment
- 09.30 – 11.00** **Recording session part I**
- Introductory course videos – “problem and solutions” scripts
- 11.00 – 11.20** Coffee break
- 11.20 – 13.30** **Recording session part II**
- Videos for courses on Facebook, Twitter and Instagram
- 13.30 – 14.30** Lunch break
- 14.30 – 15.30** **Recording session part III**
- Videos for courses on LinkedIn, websites and e-newsletters
- 15.30 – 15.50** Coffee break
- 15.50 – 17.00** **Recording session – part IV**
- Introductory and wrap-up videos
 - Next steps
- 17.00** *Closure of the event*



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Practicalities

Venue

Hotel Porto Mare, Rua Simplicio Passos de Gouveia, 21, 9004-565 Funchal, Portugal



Travel and accommodation

Participants are responsible for arranging their own travel and accommodation.