

MASTER CLASS WHO WANTS TO BE A FAST & FLEXIBLE MOBILE JOURNALIST?

EBU GENEVA

10 & 11 DECEMBER 2018

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FACULTY MEMBER

Mark Egan, Video Journalist, UK

Mark is an experienced media professional with expertise in training and new ways of working both in television and multi-media environments. Prior to starting his own production and training company, he worked for 12 years at the BBC across a range of programming from documentaries to news and entertainment and helped roll out video journalism across the company.

PROGRAMME

Day 1 – Monday 10 December

- 13:00 – 13:15 **Welcome and objectives**
- 13:15 – 13:45 **MODULE 1: WHY A SMARTPHONE IS THE SOLUTION TO YOUR PROBLEMS**
- Key mobile trends to be aware of
 - Types of content created on mobile
- 13:45 – 14:15 **MODULE 2: THE BASICS OF SHOOTING A GREAT VIDEO**
- The pros and cons of your phone camera
 - Tips for creating better quality videos
- 14:15 - 15:00 **MODULE 3: SHOOTING FORMULAS THAT WILL MAKE YOUR LIFE EASY**
- How to shoot for the edit
 - The basic formula for filming people who are not moving
 - Shooting exercise
- 15:00 – 15:15 *Coffee break*
- 15:15 – 16:50 **MODULE 4: VIDEO INTERVIEWS THAT LOOK AND SOUND PROFESSIONAL**
- Using available light
 - HELP method of framing interviews
 - Introduction to microphones and equipment

EUROPEAN BROADCASTING UNION

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16:50-17:00 **Recap of day 1 and set up for day 2**

17:00 *End of day 1*

Day 2 – Tuesday 11 December

09:00 – 09:15 **Review of day 1 and objectives for day 2**

09:15 – 10:05 **MODULE 5: GREAT VISUALS THAT WILL GET ATTENTION**

- Thinking like a photographer
- Apps to get great images
- Which images work with online and social audiences
- Visual exercise

10:05 - 11:20 **MODULE 6: TELLING YOUR STORY IN VIDEO**

- Why structure of story matters more than ever
- Creating different styles for different platforms
- Movement and storyboarding
- Shooting exercise

11:20 - 11:30 *Coffee break*

11:30 - 12:30 **MODULE 7: EDITING AND SHARING YOUR VIDEO (Part 1)**

- The best apps for editing
- Different video formats
- Editing exercise with screening

12:30 - 13:30 *Lunch break*

13:30 – 14:45 **MODULE 7: EDITING AND SHARING YOUR VIDEO (Part 2)**

14:45 - 15:45 **MODULE 8: FAST YET ENGAGING SOCIAL MEDIA CONTENT**

- Apps to create social content quickly
- Using stories

15:45 - 16:45 **MODULE 9: LIVE-STREAMING**

- Kit to stream live
- Why streaming works on social media
- Apps and tips to build a social audience with streaming

16:45 - 17:00 **Wrap-up and evaluation**

17:00 *End of Master Class*