



Using Video in Content Marketing Workshop



Tue, 16 Apr 2024 09:30 - 16:00 BST

**Dronfield Hall Barn
High Street Dronfield S18 1PX**

Video content is ubiquitous in marketing today. It is predicted to form an even greater part of marketing for a business in the future. Audiences love to watch video content and often find it easier to consume when attention spans are shortening. From a business marketing perspective, video makes sense when wanting to get target audiences to understand a key message and to get them to take an action.

But video doesn't need to cost the earth; nor does it need to take lots of time to create. The rise of short-form video and its inclusion in many online platforms shows that businesses need to create this type of content if they want to keep up.

In this action planning workshop, we'll look at the rise of video including making video from your smartphone, live-streaming and short form video like TikToks, Reels and Shorts. We'll plan video content for your business and get practical so you gain confidence in this exciting new era of video for business.

Who Should Attend

Anyone who would like to learn about how short form video works and/ or who needs more confidence and experience in creating them for business.

What's Covered

- Why video is the format getting the most views on all platforms
- The differences between videos for YouTube, short form video and live-streaming and when you may choose to use which
- Video concepts and structure planning
- Getting out of your business comfort zone – why it's easier than you think to not be boring
- YouTube and 'regular' video formats
- TikToks, Reels, Shorts
- Live-streaming – why, when, how
- Practical time!

What Outcomes Will Be Achieved

- Better knowledge of how video can be used for business
- An action plan of how you will use video including platform, format and structure
- Specific platform knowledge based on where your audience is
- Practical experience of creating video

This project is funded by the UK Government through the UK Shared Prosperity Fund (UKSPF) and is delivered by East Midlands Chamber. To be eligible to attend this event you must be a business based in one of the following districts: Amber Valley; Ashfield; Bassetlaw; Broxtowe; Chesterfield; Derby; Derbyshire Dales; Gedling; Erewash; High Peak; Leicester City; Mansfield; Newark & Sherwood; North East Derbyshire; Nottingham; Rushcliffe; or South Derbyshire.

(Please note: Businesses based in districts not participating in the Accelerator project (i.e. Bolsover; Leicestershire) are also invited to attend providing they are members of East Midlands Chamber.)

Please contact Emily Gascoyne to approve your booking.

[Call to Book](#)

The Accelerator project delivers online webinars and full-day workshops. The webinars are designed as one-hour taster sessions and the workshops as full-

day training sessions which are designed to provide delegates with an actionable plan and strategy.

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[Learn More](#)

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