

Video Production Workshop

November 4 - December 16, 2020

With Jayne Akizuki

THE WORKSHOP

Join BC Wood for a six-week online course via Zoom platform to learn basic information, tips, and tricks to help you create more effective communications videos that connect with your audience(s). The following topics will be covered:

- Video Production overview - exploring the range of internal and external communications videos, when to use video instead of other communications methods; the power of storytelling. Video examples will be shown.
- Basic points to consider when getting started on a video, including the three keys to increasing chances of success (planning, planning and planning).
- Filming 101
- Interviewing 101, Audio 101 - demonstration showing how to be an effective interviewer OR interviewee. Both roles are important and require different skills. Also, a demonstration of different microphones and how to choose the right one for your video.
- Editing 101



THE SPEAKER

Jayne Akizuki is passionate about creating communications materials that make a positive difference for her clients and the public. Her extensive video production experience includes leading projects for governmental, non-profit, and broadcast clients: BC Wood, Forestry Innovation Investment, BC Children's Hospital Foundation, Providence Health Care, UBC Faculty of Medicine, Ministry of Children and Family Development, SFU Continuing Studies, Phoenix Children's Hospital, CBC Television, Global BC, Knowledge Network, and many more.

Currently, Jayne is one of the in-house video production specialists for Metro Vancouver (formerly GVRD) where she reports on regional topics such as essential service maintenance, solid waste reduction, and major infrastructure projects. She is a former television news producer and a graduate of BCIT's Broadcast Journalism program.

THE DETAILS

DATE: NOVEMBER 4 - DECEMBER 16, 2020 (EVERY WEDNESDAY EXCEPT NOV 11)

TIME: 12:00PM TO 1:00PM

PLATFORM: ZOOM (LINK WILL BE SENT PRIOR TO THE SESSION)

COST: \$300 PER COMPANY (2 REGISTRANTS MAX PER COMPANY) FOR FULL SIX WEEK PROGRAM

****CONTACT US FOR A SPECIAL DISCOUNTED RATE FOR GBM EXHIBITORS****

FOR MORE **INFORMATION**

Contact Rumin Mann at rmann@bcwood.com or toll free at 1.877.422.9663

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To register, fill out the information below and email it to rman@bcwood.com

REGISTRATION INFORMATION

PARTICIPANT 1 FIRST NAME AND LAST NAME

EMAIL

PARTICIPANT 2 FIRST NAME AND LAST NAME

EMAIL

COMPANY

ADDRESS

CITY

PROVINCE

POSTAL CODE

PHONE

ACCOUNTING NAME

ACCOUNTING EMAIL

PAYMENT INFORMATION

MASTERCARD VISA CHEQUE*

CARD NUMBER

EXPIRY

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

*PLEASE MAKE ALL CHEQUES PAYABLE TO --

BC Wood Specialties Group

MAIL CHEQUES TO --

BC Wood Specialties Group

200 - 9292 200 St.

Langley, BC, V1M 3A6



Recordings of each session will be emailed to you afterwards

FOR MORE INFORMATION

Contact Rumin Mann at rman@bcwood.com or toll free at 1.877.422.9663