

E MASTER CLASS HOW TO MAKE IMPACTFUL EXPLAINER VIDEOS

COURSE DATES

31 October – 3 November 2023
Live Virtual



NEWS & JOURNALISM

Learn how to make impactful explainer videos without compromising public media values.

WHO IT'S FOR

- Journalists, editors
- News producers
- TV, radio and digital producers

SKILLS LEARNT

- **Audience needs:** Understand what type of video explainer formats, visuals and topic treatment work well for digital audiences
- **Digital newsgathering:** How to source relevant ideas and topics for explainers
- **Editorial:** Guidelines for scripting and producing explainers
- **Social media:** Understand how to use social media platforms to distribute your video content efficiently
- **Storytelling:** Learn what works best in digital storytelling.

SCHEDULE

Day 1: From 10:00 to 12:30 CET

Day 2: From 10:00 to 12:30 CET

Day 3: From 10:00 to 12:30 CET

FEES

€ 450

PROGRAMME OUTLINE

Module 1: Successful explainer

- What makes a successful explainer?
- How to come up ideas that are visual, engaging and that will connect with the online audience
- The art of killer YouTube titles

Module 2: Visual Writing

- Crafting the intro that keeps people watching

Module 3: Creative techniques

- How to create must-click thumbnails
- Humour, voice, personality, and suspense to make your explainers entertaining as well as informative.
- Visuals

FACULTY MEMBER

Brendan Miller

Freelance film-maker

CERTIFICATION

After completing the 3 modules, you will be awarded an EBU Academy Certificate

CONTACT

Hélène Rauby-Matta
raubymatta@ebu.ch
+41 22 717 24 21

