

How to Successfully Introduce Video to Your Website

Thursday, February 18, 2010

9:00am – 4:30pm

The Internet has opened up exciting ways for organizations to communicate with customers, and perhaps none have as much potential for generating new business or improving your viewing numbers than video. Well edited and compelling video compliments and advances the written word and engages the viewer through motion, sound and emotion; presents services, concepts and ideas with a degree of previously unavailable intimacy, and offers possibilities for new revenue streams through customized, targeted content.

In this seminar participants will learn what they need to know in order to begin to provide their customers with a richer more fully realized online viewing experience without losing sight of key considerations associated with production costs.

Topics Covered

- *Why adding video to your web site makes sense*
- *Mac or PC? Evaluating platforms and software*
- *Editing using iMovie and Adobe Premiere*
- *Evaluating cameras and related equipment*
- *Techniques for shooting successful video*
- *Understanding video standards*
- *Posting the finished video to your site*

Who Should Attend?

Art directors, graphic designers, photographers, editors, production designers, advertising managers, sales representatives, multi media designers and anyone who needs to understand video production techniques.

Seminar Leader



Ken Miller is the senior editor-video for the Capital Times, where he oversees all video content used by The Capital Times and The Wisconsin State Journal. Ken is also an instructor for the University of Wisconsin-Madison's

Department of Professional Development and Applied Studies. He has extensive experience working as a consultant in private industry, with a list of clients that has included Marshall Erdman and Associates, the Wisconsin Newspaper Association, the Wisconsin Magazine of History and the Kettle Moraine Press Association.



Registration Form

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