The Digital Revolution: Virtual Event Management & Video Production with a Smartphone

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

Course Fee: $4,500 (May apply up to $3,000 subsidy)
*Maximum saving, with the final grant subjects to approval.

RTTP Approved

This practical workshop enables you to apply relevant tools for the marketing and production of virtual events - from event organisation, management and promotion to video production, which includes planning, performance measurement, solution selections and more.

Programme code	10011448-13
Date and time	7 - 8 July 2022 (09:30 – 17:00)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Language	Cantonese with English terminology
Course fee	HK$4,500 / HK$4,050* *Group discount, membership discount

Learning Outcomes

- Understanding of the latest technology and its application in relation to digital marketing e.g. 5G, AI, Big Data, Cloud Computing

- Practical know-how for **organising webinars / live streaming events**

- Technical know-how for **producing and editing videos with minimum resources**

- Able to identify and incorporate appropriate technology to your digital media strategy

Inquiry: Ms Angel LEE| +852 2788 5754 | angellee@hkpc.org
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Trainer's Profile

Esther Lui, Video Artist and Founder of Movement Studio

To empower more with her expertise in marketing and branding video production, Esther has been lecturing at various institutes including The Hong Kong Polytechnic University, Hong Kong Institute of Vocational Education (IVE). She now also leads a team of trainers from the creative and technology industry to initiate knowledge exchange.

Graduated from the School of Creative Media at City University of Hong Kong majoring in Cinematic Arts, Esther works span across film, music video (MV) and television commercial (TVC) productions. She participated in productions as director (MV of "Supper Moment - Love is Nearby'') and film crews ("The Cave", "Mad World", "Zombiology: Enjoy Yourself Tonight", "Concerto of the Bully" etc).

Course Content

Part I – Digital Marketing in Digital Era

1. Introduction to Digital Marketing

- A. Overview of digital marketing and terminology: SEO, SMM, EDM etc.
- B. Emerging trends in digital marketing: UGC and online video
- C. Digital marketing across channels and platforms
- D. Understanding key content format: digital events and video content

2. 5G Technology for Digital Marketing

- A. What is 5G technology? Millimetre Waves, Small Cells and massive MIMO
- B. Use Cases of 5G technology in consumer experience: eMBB, URLLC and mMTC

3. Make 5G Work For Your Marketing Strategy

- A. Optimising digital marketing with Big Data
- B. Basic concepts of algorithm and cloud computing
- C. 5G and digital content: Live Streaming, AR, VR, 4k/8K, 360 video

Part II – Webinar and Live Streaming

4. Digital marketing with Webinar and Live Streaming

- A. Advantages and challenges in digital events
- B. Potentials in webinar marketing & live streaming
- C. 5G application with small cells and eMBB (enhanced Mobile Broadband)

5. How to Build Your Streaming Team?

A. What makes an effective online event?
B. Audience engagement and interactive design
C. Security and privacy

6. Performance Analytics & Measurement

A. Performance metrics and survey
B. Content management: record and archive

7. Hands-on Exercise: Plan a Webinar

Part III – Video Production by Smartphone

8. Digital Video Production on Smartphone

A. Emerging trends of online video marketing
B. Video Content Performance Analytics & measurement
C. Equipment set-up: lenses and accessories
D. Camera movement and transition
E. Composition 101: Rule of thirds
F. Lighting techniques and application
G. Advertising with 4K/8K video
H. AR production on smartphone
I. Social media video measurement

9. How to Communicate with Agencies and Professionals?

A. Planning: Target audience, video stylisation and format
B. Visual narrative: Idea development and storyboard
C. Audio design: background music and voice over
D. Demonstration of editing

RTTP Application

Companies should submit their RTTP training grant application for their employee(s) via https://rttp.vtc.edu.hk/rttp/login at least two weeks before course commencement.

Alternatively, **application form** could be submitted by email to rttp@vtc.edu.hk along with supporting documents.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Angel LEE)*. Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 – 18: 00

http://u.hkpc.org/arB