

COURSE OUTLINE AND SCHEDULE

Day 1: Video Creation Basics

8:30 AM	Registration			
9:00 AM	Module 1: Storytelling for Tourism <ul style="list-style-type: none">Introduction to Storytelling: The emotional connection in tourism marketing.Key Elements: Character, setting, conflict, and resolution.Tourism Story Themes: Adventure, culture, relaxation, and discovery.Case Studies: Review successful tourism videos.Activity: Draft a storyline using a tourism attraction as the focus.	2:00 PM	Module 3: Editing and Post-Production <ul style="list-style-type: none">Introduction to Editing Tools: Overview of CapCut, Canva, Adobe Premiere.Key Editing Skills: Trimming, adding music, transitions, and subtitles.Optimizing for social media: Aspect ratios and file compression.Activity: Edit footage captured in practice sessions.	
10:30 AM	Coffee Break	3:30 PM	Module 4: Pre-Production and Production Planning <ol style="list-style-type: none">Pre-Production Essentials:<ul style="list-style-type: none">Defining objectives and target audiences.Location scouting and permissions.Equipment and budget planning.Creating a Production Schedule:<ul style="list-style-type: none">Storyboarding and shot lists.Timeline management.Collaborating with teams and stakeholders.Activity: Draft a storyboard and production plan for a sample tourism video.	
10:45 AM	Module 2: Videography Techniques <ul style="list-style-type: none">Camera Basics: Angles, framing, lighting, and sound.Smartphone Techniques: How to shoot professional-quality videos.Highlighting Attractions: Capturing unique features (e.g., landscapes, events).Activity: Hands-on practice shooting short clips.	4:30 PM	Q&A and Recap	
12:45 AM	Lunch Break	5:15 PM	End of Day 1	

COURSE OUTLINE AND SCHEDULE

Day 2: Video Promotion Strategies

8:30 AM	Registration Module 5: Platform-Specific Strategies 1. Understanding Platforms: <ul style="list-style-type: none">Facebook: Engaging posts and groups.Instagram: Reels, stories, and carousel posts.Tik-tok: Trends and challenges.YouTube: SEO and thumbnails. 2. Content Adaptation: Tailoring video lengths and formats. 3. Activity: Adapt an edited video for two platforms.	1:15 PM	Lunch Break Module 7: Analytics and Optimization <ul style="list-style-type: none">Understanding Metrics: Engagement rate, impressions, views, CTR.Tracking Tools: Insights on social platforms, Google Analytics.Optimization: A/B testing, scheduling posts, and improving content.Activity: Analyse performance data and propose improvements. Participants Presentations and Closing Remarks <ul style="list-style-type: none">Participant presentations of videos and strategies for peer and instructor feedback.
9:00 AM	 Coffee Break Module 6: Paid and Organic Promotion 1. Organic Strategies: Using hashtags, collaborations, and engagement tactics. 2. Paid Campaigns: <ul style="list-style-type: none">Setting objectives (awareness, engagement, conversions).Audience targeting.Budgeting and bidding strategies. 3. Activity: Create a mock campaign plan.	2:30 PM	
11:00 AM		4:00 PM	
11:15 AM		5:30 PM	End of Day 2

COURSE OUTLINE AND SCHEDULE

Day 3: Practical Video Production and Editing

8:30 AM	Registration	
9:00 AM	Morning Session: On-Site Video Shooting <ul style="list-style-type: none">Participants shoot video footage at their chosen locations.Practical application of angling, framing, and lighting techniques learned earlier.Capturing a variety of shots.	Interactive Support: <ul style="list-style-type: none">Organizer are available online throughout the day to assist with technical challenges and provide tips on enhancing video quality.
1.15 PM	Lunch Break	
2.30PM	Afternoon Session: Video Editing <ul style="list-style-type: none">Participants begin editing their footage using the chosen video editing software.Support provided via online platforms (WhatsApp Group or Zoom) for:Organizing video clips and creating a sequence.Adding transitions, text, and basic effects.	End-of-Day Review <ul style="list-style-type: none">Participants share progress and receive preliminary feedback on their work.Preparation for the video presentation.
		5.30 PM End of Day 3

COURSE OUTLINE AND SCHEDULE

Day 4:Final Presentation

8:30 AM	Registration Morning Session: Video Preparation and Final Touches <ul style="list-style-type: none">Participants finalize their video for presentations.Ensuring consistency in branding, messaging, and quality.Ready for the presentations.	1:15 PM	Lunch Break Afternoon Session: Continue Video Presentations <ul style="list-style-type: none">Participants present their completed videos to the group.Sharing the story behind their videos and the creative process.Organizers and peers provide constructive feedback on the presentations.
9:00 AM	Short Break	2:30 PM	Closing Sessions <ul style="list-style-type: none">Closing Speech 1: Closing speech by the Director of S1 AsiaPac, expressing gratitude to participants and MPC Sabah while summarizing the program's success.Closing Speech 2: Mr. Edward, MPC Sabah Director, delivers a speech to commend participants and emphasize the importance of leveraging video marketing for tourism.
10.00 AM	Midday Session: Video Presentations <ul style="list-style-type: none">Participants present their completed videos to the group.Sharing the story behind their videos and the creative process.Organizers and peers provide constructive feedback on the presentations.	4:30 PM	End of Day 4
10.15 AM		5:30 PM	