

# COURSE OUTLINE AND SCHEDULE

## Day 1: Video Creation Basics

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

# COURSE OUTLINE AND SCHEDULE

## Day 2: Video Promotion Strategies

8:30 AM

Registration

9:00 AM

### Module 5: Platform-Specific Strategies

#### 1. Understanding Platforms:

- 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.

11:00 AM

Coffee Break

11:15 AM

### Module 6: Paid and Organic Promotion

- #### 1. Organic Strategies:
- Using hashtags, collaborations, and engagement tactics.
- #### 2. Paid Campaigns:
- Setting objectives (awareness, engagement, conversions).
  - Audience targeting.
  - Budgeting and bidding strategies.
- #### 3. Activity:
- Create a mock campaign plan.

1:15 PM

Lunch Break

2:30 PM

### Module 7: Analytics and Optimization

- **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.

4:00 PM

### Participants Presentations and Closing Remarks

- Participant presentations of videos and strategies for peer and instructor feedback.

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

- Participants shoot video footage at their chosen locations.
- Practical application of angling, framing, and lighting techniques learned earlier.
- Capturing a variety of shots.

1.15 PM

### Lunch Break

2.30PM

### Afternoon Session: Video Editing

- 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.

5.30 PM

### End of Day 3

### Interactive Support:

- Organizer are available online throughout the day to assist with technical challenges and provide tips on enhancing video quality.

### End-of-Day Review

- Participants share progress and receive preliminary feedback on their work.
- Preparation for the video presentation.

# COURSE OUTLINE AND SCHEDULE

## Day 4: Final Presentation

8:30 AM

### Registration

9:00 AM

### Morning Session: Video Preparation and Final Touches

- Participants finalize their video for presentations.
- Ensuring consistency in branding, messaging, and quality.
- Ready for the presentations.

10.00 AM

### Short Break

10.15 AM

### Midday Session: Video Presentations

- 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.

1:15 PM

### Lunch Break

2:30 PM

### Afternoon Session: Continue Video Presentations

- 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

### Closing Sessions

- 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.

5:30 PM

### End of Day 4