



# Video making in Interreg

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**Certified training**

**Total duration 7 February – 7 March 2025**



**In-person training**

**26-27 February 2025**

**Alicante | Spain**



**ACADEMY**





## Video making in Interreg Certified training, 7 February – 7 March 2025

### Overview

In-house video making used to be hard and expensive. As videos became more and more important with the rise of mobile devices, social media and streaming, video-making became easily accessible at any budget or skill level. This training is designed for the experts who want to make high-quality videos to promote Interreg initiatives and results.

### Who is it for?

This training is open to all Interreg experts who plan to contribute to the in-house video making in their programme. While the communication experts are the most likely candidates, this training is also useful for high-level management experts who might have to speak in front of cameras from time to time.

### What will I learn?

You will learn how to produce a variety of professional-looking videos in-house.

### How long does the training take?

It typically takes 14 hours (within 1 month) to complete all the components, including the short online course and the in-person training.

### How do I get my certificate?

We issue your certificate when you have completed all the mandatory components of the training and have successfully completed a simple final task – submit a short video. Please note that this training involves **an in-person event on 26-27 February 2025 in Alicante, Spain which you must attend.**

### Training structure

Type of component	Title	Time and place	Status
Online meeting	Introductory meeting	7 February 2025, 10:00 – 11:00 CET, online	Mandatory
Self-paced learning	Online course: Fundamentals of video making	7 February – 21 February 2025, online	Mandatory
In-person training	Confidence on Camera	26-27 February 2025, Alicante, Spain	Mandatory
Knowledge verification	Submit your video	Until 7 March 2025, online	Mandatory
Training evaluation	Student feedback	Until 7 March 2025	Optional

On the next pages you will find the draft agenda for the in-person training in Alicante.



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**Day One**

**Wednesday, 26 February 2025**

**14.00 – 14.10**

**Welcome and introduction**

*Nebojsa Nikolic, Interact*

**14.10 – 14.30**

**The cool tech:** hands-on demonstration

- Vlogging cameras
- Gimbal, tripods and handhelds
- Microphones
- Teleprompter

The participants will see how to set up the essential video recording equipment, how to connect and adjust individual components before they start recording.

**14.30 – 15.30**

**Exercise: Breaking the ice**

A group of volunteers will be making their first recordings using the professional equipment. They will explain in 30 seconds what their learning objectives are for the training. We will then watch the recordings together. The objective of the session is to make the participants start adjusting to the feeling of being in front of the camera and getting over the unpleasant feeling of seeing and hearing ourselves on a recording.

**15.30 – 15.45**

**Tea/coffee break**

**15.45 – 17.00**

**Part I: Preparations**

- What to consider when preparing for a video recording
- Adjusting video plans for a specific target audience
- Scripting and teleprompters
- Practical exercise with the teleprompter

**17.00**

**End of day one**

**Day Two**

**Thursday, 27 February 2025**

**8.45 – 9.00**

**Welcome back**

**9.00 – 09.15**

**Recap of day one**

*Nebojsa Nikolic*



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9.15 – 10.30

### Part II: Body language and diction

- How to stand and move in front of a camera
- Eye contact and facial expressions
- Tone, pace and breathing
- The importance of good diction

10.30 – 10.45

### Exercise – Body language and diction

The group will go through a series of exercises for improving posture, diction and pace when talking in front of the camera.

10.45 – 11.00

### Tea/coffee break

11.00 – 12.00

### Part III: Tips and tricks for improving confidence

- Advice on clothes and make-up
- Exercises for self confidence
- Dealing with stage fright
- Introducing humour and improvisation skills

12.00 – 13.00

### Exercise: “Fake it until you make it”

A group of volunteers will have to record a video using the teleprompter with a random pre-prepared script. The goal of the exercise is for the participants to apply the advice from the training and try to project confidence even while talking about a topic they might not be familiar with.

13.00 – 14.00

### Lunch break

14.00 – 14.30

### Part IV: From theory to practice

- Recap of the essential advice
- Exercise: prepare a script for a 1-minute video

14.30 – 15.30

### Exercise: Practice makes perfect

All the participants will have an opportunity to record a short video using the professional equipment in the room, based on the short scripts they prepared in the previous session. The trainers will give the participants feedback and advice on how to improve.

15.30 – 15.45

### Tea/coffee break



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**15.45 – 16.45**

### **Video editing on the go - practical demonstration**

*Nebojsa Nikolic*

We will use one of the videos recorded during the previous session to show you how you can edit your video on a laptop and how to prepare it for publishing.

**16.45 – 17.00**

### **Wrap-up and closing of the training**

*Nebojsa Nikolic*