



## Storytelling Advanced Course (four-months)

### Aim:

Provide 4 months of training from our experienced industry professionals at the Bauer Academy, explore the key themes, trends, platforms & production processes integral to digital media content production, such as copywriting, image, video, audio & social and give attendees hands-on experience to build new skills and get them thinking differently about the opportunities engaging content can create & how they can translate back to their careers & workplace.

### Course suitable for:

This programme is more in-depth than our 2-day taster course as is aimed at anyone looking for:

- An overview of the key cornerstones of digital content production (copywriting, social & audio/visual content) and wanting a basic understanding of the fundamentals of creating compelling content to grow audiences and engagement
- Production skills & knowledge, may already work in or with, teams that create content but do not directly have any prior experience first-hand
- Practical hands-on experience with the key areas of content production (copywriting, social, audio & video) in order to bring a brief to life for colleagues, clients or audiences
- The top-line theory & trends behind storytelling in digital marketing
- Inspiration and confidence to “speak the language” of content marketing in order to contribute more confidently to grow their career prospects
- Simple solutions to create content themselves without relying on production teams, expensive studios, kit or tech

### Overview and breakdown

#### *Month One:*

An Introduction to Storytelling & Copywriting

- Who are great storytellers and where do creative ideas come?
- Overview of classic story structure
- How this same structure is used to tell countless different stories
- How we use different platforms to tell stories (online, audio, print, social, video)
- Why storytelling matters: How great storytelling can generate engagement & profit
- Why advertisers use storytelling & the importance of getting it right
- Bringing a commercial brief to life: case studies
- Breakout Task: learners source & present back examples of great storytelling content
- Introduction to copywriting & tone of voice: What makes effective brand copy
- Breakout Task: Copywriting exercise for print & online
- Less is More: How to edit your copy & writing for different platforms
- Breakout Task: Copywriting exercise for social media
- The importance of SEO: Grasping the basics & using keywords
- Breakout Task: learners practice using keyword tools
- Review: learners discuss key takeaways from the day with Tutor & Peers



### *Month Two:*

#### Social

- Why social media is the biggest storyteller in the business
- Social media 101 quiz: Do we know your Tik Tok from your TweetDeck?
- Overview of most popular platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Pros and cons of each social media platform
- What makes engaging social content people want to watch, read, like & share
- Breakout Task: learners explore & present back great social media content
- Trends behind social media, their reach and recent developments
- Why choosing the right platform for your audience is vital
- Breakout Task: learners storyboard their own Instagram Story (video)
- Breakout Task: learners create their own social content (copy, images, gifs & video)
- Showcase: learners show their content & receive feedback from Tutor & Peers

### *Month Three:*

#### Audio

- The Power of Sound
- Audio branding: How & why brands use audio
- Storytelling without words: How we paint pictures with our minds
- The key building blocks to audio storytelling
- Introduction to recording audio
- Tutorial: How to use industry standard audio equipment
- Best practice recording techniques & how to capture good quality audio
- Breakout Task: Learners record their own 'voice over' audio
- Tutorial: Guide to industry standard audio editing
- Breakout Task: Learners create a multi-track audio montage with sound effects
- Showcase: learners show their audio & receive feedback from Tutor & Peers

### *Month Four:*

#### Mobile Video embracing the DIY culture of content production

- The benefits of utilising smartphones & mobile video
- Why you don't need big budgets, expensive film kit & crews to tell your story
- Tutorial: a simple guide to mobile video editing
- Video theory: shot types, common shooting errors, composition & rule of thirds
- Video best practice: audio, filming & lighting top tips
- Interview & presenting skills
- The art of storytelling with video: structure, editing
- Understanding attention: what audiences are looking for and driving engagement
- Breakout Task: learners create a storyboard
- Breakout Task: learners shoot & edit their own short mobile video
- Showcase: learners show their videos & receive feedback from Tutor & their Peers

Learners will also be supplied with e-learning material to help them further develop their understanding, knowledge and skills. All those that successfully complete the four-month programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development (CPD).



### **Course locations and dates**

Courses will be held at multiple Bauer locations including Media House (Peterborough), Academic House (London) and Bauer Radio sites including Hits Radio (Manchester). Dates and locations to be confirmed.

### **The Bauer Academy**

It provides a remarkable and unique approach to training that combines the very best of media, education and businesses to inspire and motivate its trainees. Our training is immersed inside one of the biggest media companies in the world (Bauer Media), providing exciting and meaningful work-based learning.

Our media and business professionals are at the top of their game. Combined they have expertise across all types of media and all types of organisations. They are multi award winning, with a track record for pushing boundaries in their specialist fields. And our academics know a thing or two about education. They obsess about critical thinking, deep learning, transferable attributes and sticking to values that develop creativity and confidence in all types of learners.

### **'Storytellers' Advanced Tutor**

Katy Blackwell is an award-winning content producer with 13 years' media experience managing high profile websites, CRM & digital marketing content within the Radio, Games (SEGA) & Publishing industries. Before joining The Bauer Academy as Lead Tutor for the Brilliant Storytelling content production course, Katy was Production Manager for Bauer's creative advertising team, responsible for multi-platform commercial partnership campaigns across digital, print, radio and social with Bauer portfolio brands such as Grazia, heat, Empire, Mojo, Absolute Radio, Kiss & Magic for brands including: Heathrow, Sky, Boots/No.7, ŠKODA, BMW, McDonald's & River Island & Marks & Spencer. Katy also comes from an academic background with a Media Production Degree in TV, Film, Scriptwriting & Research and Masters in Radio News Journalism & Audio Feature production.

### **Pre-Course Study**

To set the tone and get you thinking creatively before you start your workshops, here are a few precourse recommendations:

- SOMETHING TO WATCH - TED TALK with Phil Hansen - 'Embrace the Shake'  
[https://www.ted.com/talks/phil\\_hansen\\_embrace\\_the\\_shake?referrer=playlist-kickstart\\_your\\_creativity](https://www.ted.com/talks/phil_hansen_embrace_the_shake?referrer=playlist-kickstart_your_creativity)
- For more creative Ted Talks, look at their 'Kickstart your Creativity' playlist:  
[https://www.ted.com/playlists/170/kickstart\\_your\\_creativity](https://www.ted.com/playlists/170/kickstart_your_creativity)
- SOMETHING TO WRITE - Pull together a short overview of you main reasons for coming on the course, what you would like to get out of it, your current skillset and what you want to develop. Lastly a few examples where you have been at your most creative & how you would like to be more creative inside & outside of work.
- SOMETHING TO READ - Start with Why: How Great Leaders Inspire Everyone to Take Action (Paperback) by Simon Sinek