



## Storytelling Intensive 2-Day Course

**Aim:** provide 2 days training from our experienced industry professionals at the Bauer Academy and give attendees bite size taster sessions around key themes, trends, platforms & production processes integral to digital media content production (copywriting, social, audio & video). These workshops will give attendees the opportunity to try new skills, think differently about how they can create engaging content and translate this back to the workplace.

**Course suitable for:** this two-day programme is aimed at anyone looking for an entry level introduction to a few of the key themes, platforms & production processes of digital media content production. These workshops will appeal to those:

- Wanting a basic understanding of the fundamentals of creating compelling content to grow audiences and engagement
- Looking to understand top-line theory & trends behind storytelling in digital marketing
- Who want to try their hand at some light content production (copywriting, social & simple audio & video editing) to bring a brief to life for colleagues, clients or audiences
- About to enter into or may already work in or with, teams that create content but have not directly had the opportunity to produce content themselves
- Wanting to gain inspiration and “speak the language” of content production in order to contribute more confidently to grow their career prospects
- Looking for simple solutions to create content themselves without relying on production teams, expensive studios, kit or tech

### Overview and breakdown

#### *Day One:*

##### An Introduction to Storytelling, Copywriting & Audio

- What’s your story?
- Breakout Task: ‘In your own words’ (written exercise)
- Great storytellers and where creative ideas come
- Classic story structure, narrative & how we use different platforms to tell stories
- Why storytelling matters: How great storytelling can generate engagement & profit
- Why advertisers use storytelling & the importance of getting it right
- Introduction to copywriting & tone of voice: What makes effective brand copy
- Breakout Task: Copywriting exercise for print & online
- Audio Storytelling: You don’t always need words to tell a story
- Top Tips for recording good quality audio
- Breakout Task: Voicing a script or group podcast
- Breakout Task: Basic audio editing of voice clips
- Review: Learners discuss key takeaways from the day with Tutor & Peers



### *Day Two:*

#### An Introduction to Social Media & Basic Video Editing

- 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: Copywriting exercise for social media
- Less is More: How to edit your copy for social
- 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

All those that successfully complete the two-day programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development.

#### **Course locations and dates**

Course 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' Intensive 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:**

TBC