

Mastering Multimedia Communications

Reinventing yourself for a cross-platform world

A series of hands-on workshops led by working media professionals.

Workshop 1: Telling visual stories

*Wednesday, March 6, 2013, 5:30-7:30 p.m.
Cleveland State University*

Audiences demand content that leaps off the page or screen – that engages, enlightens and informs. No matter what you do or may do in the communications world, you need to know basic video techniques:

- How to think visually and see the story.
- Lighting, motion, sequencing, transitions, composition and sound.
- Video camera basics.
- Optimizing video for social media.

Workshop 2: Using tools of the trade

*Wednesday, April 10, 2013, 5:30-7:30 p.m.
Location TBD*

Smartphones, tablets and apps ... today's communications professional must master tools on current and emerging platforms:

- Smartphones and apps.
- Tablets, digital cameras, flash cameras.
- Software to take your stories to new levels.

Workshop 3: Managing multimedia – and yourself

*Wednesday, May 1, 2013, 5:30-7:30 p.m.
Location TBD*

How much can one person do? How can one communications professional report, write, shoot, edit, post, Tweet and think ... all at the same time?

- Become more efficient at framing and focusing your stories to get the most out of each platform.
- Manage your time and prioritize your tasks for maximum impact.

Workshop 4: Building a cross- platform strategy

*Wednesday, June 5, 2013, 5:30-7:30 p.m.
location TBD*

You've learned to produce a video or audio report, post a blog and tell your story in new and different ways. Now what? How can these tools work together so you can best tell your story and engage audiences

- Leverage reader/audience input and feedback.
- How to know when to Tweet, FB or Pinterest?
- Sourcing stories and breaking news via the social crowd.

Press Club members: \$80 per session / \$300 for all four • Non-members: \$125 per session / \$450 for all four
Paid participants will have access to recordings of sessions.
Dates subject to change. Panelist lists in formation.

Register at <http://pcmultimedia2013.eventbrite.com>
Visit www.pressclubcleveland.com for updates, or call 440-899-1222 for details.