



SCCAOR UNIVERSITY



Broadcast Your Business Value: Vlog Like A Pro

You simply don't realize how valuable your business experiences and perspective can be for a potential buyer. As a small business owner, you've got insight into your business that can change the way your clients buy. You can educate them on key topics you wish they had known before they wasted hundreds of dollars.

- Introduction to vlogging: why is video better than text?
- The concept of a Trojan horse
- Vlogging secrets: Body language, duration, script framework for maximum success
- Crafting a social media strategy around vlogging
- Activity 1: Elevator pitch converted into a vlog script
- Activity 2: Shoot a 2 minute vlog on a smart phone for Facebook, Instagram and YouTube test upload.

When: Tuesday, July 10, 2018 @ 1:30 pm - 4:30 pm

Where: 1651 N 1st St, San Jose, CA 95112 (408) 445-8500



Presented By:
Salila Sukumaran
Instructor

Class Requirements:

- Please bring your smartphone and laptop.
- Make sure your device is fully charged and ready to go. Please also bring your charger and an extension cord.
- Account on 1 social media account (Facebook, Instagram, LinkedIn, Twitter) login and password
- YouTube account login & password (optional, but great to have)
- Connector cable to download video from smartphone to the laptop or Social media app downloaded on the smartphone to directly upload video on social media of choice.
- Enough space on smartphone and laptop for capturing and downloading a 1-2 min video.

\$15 for SCCAOR Members

\$20 for Non-Members

Register:

sccaor.com/class/vlog

SCCAOR Course Cancellation Policy

If you must cancel or reschedule your reservation, a full refund will be issued if notification is received by email, or in writing (not by telephone), three (3) days prior to class. Those who book within three (3) days are not eligible for cancellation or refunds. To cancel, please send an email to education@sccaor.com and identify the name of the course and include the order number associated with the purchase of the course. In the event that a student should fail to attend a class, the tuition for said class is forfeited and will not be transferred to future classes. SCCAOR reserves the right to cancel or reschedule any course. If cancellation occurs, SCCAOR will issue a full refund. In the event of rescheduling, SCCAOR will send immediate notification and transfer all reservations, including payment, to the new date.

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