

MARKETING & COMMUNICATION | COURSE BROCHURE

Video Marketing and Storytelling

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Video is now the most engaging content format across social media, websites and internal channels. This course teaches video marketing: storytelling structures, planning and scripting, low-budget production with smartphones, editing basics, platform-specific formats, distribution and measuring video performance.

You do not need a big budget to create effective video. You will learn to plan and produce short videos that people watch.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Scriptwriting exercises, smartphone filming practice, editing demonstrations and performance review.

Course objectives

By the end of this course, participants will be able to:
• Plan video content aligned to goals
• Apply storytelling structures
• Write scripts and storyboards
• Film good-quality video on a budget
• Edit and adapt videos for platforms
• Measure video performance

Target audience

This course is suitable for:
• Marketing and communication staff
• Social media managers
• Content creators
• Internal communication teams
• Small business owners



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Target competencies

Participants will develop competencies in:

- Storytelling
- Scriptwriting
- Video production
- Editing
- Video analytics

Course outline

Day 1: Video Strategy

09:00–10:08	Why video
10:08–11:00	Formats and platforms
11:00–11:30	**Coffee break**
11:30–11:45	Formats and platforms (continued)
11:45–12:53	Goals
12:53–14:00	Exercise

Day 2: Storytelling

09:00–10:08	Story structures
10:08–11:00	Hooks
11:00–11:30	**Coffee break**
11:30–11:45	Hooks (continued)
11:45–12:53	Scripts and storyboards
12:53–14:00	Workshop

Day 3: Production

09:00–10:08	Smartphone filming
10:08–11:00	Light and sound
11:00–11:30	**Coffee break**



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11:30–11:45	Light and sound (continued)
11:45–12:53	Interviews
12:53–14:00	Practice

Day 4: Editing and Formats

09:00–10:08	Editing basics
10:08–11:00	Subtitles
11:00–11:30	**Coffee break**
11:30–11:45	Subtitles (continued)
11:45–12:53	Platform formats
12:53–14:00	Hands-on

Day 5: Distribution and Measurement

09:00–10:08	Publishing
10:08–11:00	Metrics
11:00–11:30	**Coffee break**
11:30–11:45	Metrics (continued)
11:45–12:53	Improving content
12:53–14:00	Final video

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,840.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
London Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	10 May 2027	14 May 2027	**€2,860.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online