

**From:** Registration Now Open <pr\_news@accessintel.com>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
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**Subject:** Video for Communicators Workshop

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Join PR News on June 1 in Miami for a [half-day workshop](#) that will explore the dynamics of video content production and distribution. Our experienced trainers will outline the key components of a successful video strategy, from development through production, post-production and finding a distribution channel suitable for your brand. Also join PR News on June 1 – 3 in Miami for the [Digital PR Conference](#), also at the Ritz-Carlton South Beach.

[Save \\$120](#) by registering for both the Video Workshop and Digital PR Conference!

You'll Learn How To:

- Develop a video strategy that's integrated with your overall communications goals and organizational objectives
- Produce the kind of video content that people are watching and would want to share
- Create story plans for videos
- Repurpose existing content
- Research and use the production and editing tools you'll need for your video strategy
- Optimize and distribute your video content
- Choose the types of videos (long form, Vine, humor, etc.) that suit your organization best
- Develop and execute ideas for Instagram and Vine videos
- Determine which kinds of Instagram and Vine videos are likely to be shared
- Broaden reach through the involvement of influencers
- [View the Full Agenda](#)

Featured Video Trainers:

Patricia Garofalo  
GE Power & Water  
Tod Plotkin  
Green Buzz Agency

Anastasia Khoo  
Human Rights Campaign  
Heather Whaling  
Geben Communication

A third of all online activity is spent watching video, and YouTube is the number two search engine in the world. According to Cisco report, video is expected to grow to 84% of Web traffic in the U.S. by 2018, up from 78% this year. If your brand does not have a video strategy, you are missing out on countless opportunities to build your brand and find new customers and audiences.

[Register Today!](#)

If you have questions, contact Allie DeNicuolo at [allie@accessintel.com](mailto:allie@accessintel.com).

Related Items:

- [April 23 Webinar: Breaking Down the Silos Between Marketing and PR](#)
- [Platinum PR Awards Entry Deadline May 1](#)
- [Writer's Guidebook, Vol. 1](#)

About PR News:

PR News is a daily intellectual hub that serves the communications and marketing community at corporations, agencies and nonprofits. The PR News Group focuses on honing and growing PR practitioners' skills in social media, crisis management, digital PR, measurement, employee relations, media training, CSR and writing through its flagship newsletter, webinars, conferences, awards programs, workshops and guidebooks. With the launch of its weekly newsletter over 70 years ago, PR News has remained dedicated to supporting the growth of communicators all while keeping them abreast of the latest news affecting the industry. For more information, please visit [www.prnewsonline.com](http://www.prnewsonline.com).

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