

How to prepare for a video interview - ENG

1 jours - 7,00 heures

Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Assessing the advantages and disadvantages of a video message
- Realising the importance of preparation
- Targeting the video's essential message
- Knowing how to structure and frame contributions
- Understanding the importance of non-verbal communication
- Supporting the speaker from preparation to filming to make them feel more at ease
- Managing the relationship with a person under pressure
- Using the power of editing to increase impact

Compétences visées

- Targeting a video's essential message
- Structuring and framing a video's contribution
- Supporting the speaker from preparation to filming so that he or she feels more at ease
- Managing the relationship with a person under pressure

Description / Contenu

Description / Content

Stage 1: Delivering a video message

- What are the advantages of video?
- What is frustrating about video messages in our company today?
- Why do some videos attract attention and others not?
- What would you like to change to improve these videos? ;

Stage 2: Focusing on the essentials

- What is good preparation?
- How can you ask yourself the right questions to target your message?
- What structure do you use to make an impact?
- Why illustrate it?
- Why use anecdotes and storytelling?
- When and how do you create a relationship with the person filmed? ;

Stage 3: Shooting with peace of mind How to rehearse?

- Why should the person being filmed be prepared mentally?
- How can the right conditions be created?
- What are the best ways to develop confidence? ;

Stage 4: Editing for improvement

- Why review the shoot?
- How to try out and improve?
- What solutions are left?
- Sharing possible improvements





Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Self-positioning by participants on a digital platform shared with the trainer (at the beginning and end of the course)
- Assessment by the trainer at the end of the course
- On-the-spot assessment immediately after the course
- REX - One-hour practice-sharing workshops one or two months after the initial training course
- Post-training assessment one or two months after the course
- Performance questionnaire sent to the customer three months after the course

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