

LIGHTS, SMARTPHONE, ACTION! A HANDS-ON VIDEO WORKSHOP

Thursday, Jan. 28, 2021
9 a.m. – 12 p.m.



Since Steven Spielberg isn't going to intern at the bank, marketers need to figure out how to make videos for social media, marketing and communications.

This hands-on workshop teaches a dozen of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly.

Take Aways

Attendees at this 3-hour online workshop will:

- Improve storytelling and image-creation skills for better multimedia content.
- Bring back step-by-step guides for creating better videos.
- Evaluate different multimedia tools and apply strategies for their best uses in social media, marketing and communications.

WHO SHOULD ATTEND?

This program is designed for marketing, communications and social media professionals, plus team members who wear these hats.



*Beth Ziesenis: Author.
Speaker. Nerd.*

Since her first Motorola RAZR flip phone, Beth has made a verb out of the word "nerd."

She's here to help bank marketers filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools to put to work for the institution. Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z has been featured on Best Speaker lists by several organizations who write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100,000 audience members sharing her knowledge and expertise.

WHAT OTHERS ARE SAYING ABOUT THIS WORKSHOP

Loved the tips and the interactive nature of the class.

Beth did a great job of demonstrating her course material and keeping everyone engaged with her presentation style and humor. Would highly recommend this class to anyone looking for ways to promote their company in new ways.



SPACE IS LIMITED

Registration is open and will be limited to 50 attendees. Just \$259 per person.
Visit www.ohiobankersleague.com for details or to register online.

Contact Susan Poling Jones at 614-340-7611 for assistance.