# WITNESS Video Advocacy Training
## 2-Day Sample Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>MORNING</th>
<th>AFTERNOON</th>
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| **Day 1** | • **Module 1**: Introductions (name, org, experience with video), Setting Ground Rules & Feedback, Defining Video Advocacy (1 hour)  
• **Module 2**: Discuss Strengths and Shortcomings, Watch Examples (1 hour)  
**Break**  
• **Module 2**: Effective Strategies for Video Advocacy, S.M.A.R.T objectives, Uses of Video, Review Case Studies (90 min)  
**Lunch** | • **Module 2** -continued: Effective Strategies for Video Advocacy (1 hour)  
**Break**  
• **Module 3**: How to Film, Basics of Filming, Watch training videos (1 hour)  
• **Module 3**: Practice Camera Exercise (1 hour)  
• Wrap-up and evaluation of day 1 (30 min) |
| **Day 2** | • Recap of day 1 (30 min)  
• **Module 5**: Strategies for Storytelling, Audience, Voices, Messaging. Review Video Action Plan (VAP) (90 min)  
**Break**  
• **Module 6**: Distribution Planning OR Draft Video Action Plan (90 min)  
**Lunch** | • **Module 7**: Safety & Security OR Report Back on Video Action Plan (1 hour)  
• **Module 4**: Budgeting & Archiving Video OR Filming Exercise (1 hour)  
**Break**  
• Review Select Module OR Review of Filming Exercise (45 min)  
• Wrap-up and Evaluation of Workshop and Discussion of further resources, learning opportunities (1 hour) |