

WITNESS Video Advocacy Training 2-Day Sample Schedule

Day	MORNING	AFTERNOON
Day 1	<ul style="list-style-type: none"> • 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) <p style="text-align: center;">**Break**</p> <ul style="list-style-type: none"> • Module 2: Effective Strategies for Video Advocacy, S.M.A.R.T. objectives, Uses of Video, Review Case Studies (90 min) <p style="text-align: center;">**Lunch**</p>	<ul style="list-style-type: none"> • Module 2 -continued: Effective Strategies for Video Advocacy (1 hour) <p style="text-align: center;">**Break**</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Recap of day 1 (30 min) • Module 5: Strategies for Storytelling, Audience, Voices, Messaging. Review Video Action Plan (VAP) (90 min) <p style="text-align: center;">**Break**</p> <ul style="list-style-type: none"> • Module 6: Distribution Planning OR Draft Video Action Plan (90 min) <p style="text-align: center;">**Lunch</p>	<ul style="list-style-type: none"> • Module 7: Safety & Security OR Report Back on Video Action Plan (1 hour) • Module 4: Budgeting & Archiving Video OR Filming Exercise (1 hour) <p style="text-align: center;">**Break**</p> <ul style="list-style-type: none"> • 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)