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OBJECTIVES

We will focus on all of the aspects of getting started with gear basics, shooting video, effectively talking to an audience, editing video, and sharing the final product in the most engaging and efficient way possible.

TOOL KIT

If you were to provide three categories of tools that attendees need to be successful in your topic, what would those be? Examples are Equipment, Resources, Apps, Websites, Books, Hot Tips, Steps, Checklist, Inspiration, or whatever else you like. Each Toolbox should ideally contain 4-6 items.

1. Equipment

- camera and audio gear
- computer hardware
- software options)

2. Talking to an audience in video format

- becoming comfortable in front of a camera
- identifying your audience
- creating value

3. Storytelling first principles

- inspiration
- being concise
- maintain engagement

KEY POINTS

1. Video content creation is scary and that's normal
2. Identify your goals and reverse engineer the story to fit (are you marketing your practice, enhancing animal health and welfare, promoting your personal brand, inspiring young vets, hiring new staff, etc?)
3. Don't overthink video content creation, the barriers to entry are minimal and can produce spectacular results

Goals for creating video content (e.g., Creating a personal brand, growing your client base, educating a demographic a specific passion)

Identify your fears (e.g. Worried about what others will think, looking foolish, I have a face for podcasting)

What Equipment do I have access to? (GoPro, Laptop, cell phone, editing software)