



Women in Development of Northeastern New York

Building networks, sharing best practices, and working collaboratively for our collective success.

Video Storytelling 101

Tuesday, October 8, 2013 Registration Deadline: October 1, 2013

7:30-8:00 am - Registration, Networking and Buffet Breakfast: • 8:00-10:00 am - Program

NEW LOCATION: The Century House, 997 New Loudon Road, Latham

Registration: Members \$20, Non-members \$35

Donors have less time and more options than ever before. You have only seconds to capture their attention, communicate your message, and present a call to action. The most powerful tool for telling your organization's story is video. It can help your audience visualize why you exist, move them to feel genuine emotion, and motivate your audience to care, share, and take action.

If your organization has not yet produced video, odds are that you have been thinking about it. Since YouTube is the second largest search engine behind Google, and easy and free to use, now is the perfect time to create content that will inform, inspire, and engage donors.

Join us for Video Storytelling 101 where we will explore the following topics:

- Understanding the process of making videos – a video primer
- Strategic planning for video production – developing a message/story, logistics, and big-picture thinking prior to production
- What story should you tell? There are so many different kinds of videos you can create – which kind is right for your organization?
- How to tell an impact story that sticks – creating a story that will keep people's attention
- Videos for campaigns – how to select an online fundraising platform to maximize the impact of your video and tips to make it effective in fundraising
- Do it yourself or hire? Types of internally-produced videos, considerations when hiring professionals, benefits of outsourcing video

About Our Presenters:

John Robinson is managing partner and CEO of Our Ability. He is a motivational/inspirational speaker as well as a video executive producer on numerous award winning productions for Public Broadcasting and the Web. John is also the subject of a national documentary shown on PBS entitled, *Get Off Your Knees: The John Robinson Story* and has authored the autobiography, *Get Off Your Knees: A Story of Faith, Courage, and Determination*, published by Syracuse University Press.



Ann Marie Lizzi is a freelance television & film production, marketing/advertising and communications professional. For the last 13 years, she was the production manager of the award-winning production department at Time Warner Cable Media in Albany. Ann Marie is an accomplished creative director, director, producer and editor. She is a New York State Emmy award recipient, and has been recognized with over 18 national Telly awards for her production work. Ann Marie is also a freelance feature film editor and producer, having worked on numerous films, commercials, corporate industrials and music videos from New York to LA. She is currently in development on her third and fourth feature films, scheduled to shoot in 2013.

Yes! I would like to attend **Video Storytelling 101** on October 8.

- Please reserve _____ spots for WID members (at \$20/member). Please reserve _____ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

Please list the names of the people who will be attending this program.

Name _____ Member Non-Member

Name _____ Member Non-Member

Please share your contact information.

Organization _____ Address _____

City _____ State _____ Zip _____

Daytime phone _____ E-mail _____

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net

To register online by credit card, visit our website at: <http://www.widneny.org/programs.htm>