



## **ONE MINUTE VIDEO PROGRAM ANNOUNCEMENT**

The U.S. Embassy in Hanoi is recruiting participants for the “One Minute Video” training course at American Center, on December 5-6, 2016.

### **What is the One Minute Video Program?**

Our trainers, including video diplomacy expert Christoph A. Geiseler, Founder and CEO of Seenfire Foundation, will provide a 2-day video diplomacy course for 25 participants. The course consists of a hands-on video production and social media workshop geared towards producing quality one-minute videos within 24 hours. CEO Christoph Geiseler will explain how to use media to build an online following, capture the dignity of individuals in underserved and at-risk communities around the world, and how to promote social issue messages abroad. Each participant will produce a video during the training workshop.

### **Training course schedule**

Monday (Dec 5) and Tuesday (Dec 6):

08:30 – 12:00            (with coffee break)  
12:00 – 13:30            Lunch (hosted by U.S. Embassy)  
13:30 – 16:30            (with coffee break)

### **Course approach**

Christoph A. Geiseler will use a cyclical teaching methodology that emphasizes four values: inspiration, transformation, creation and celebration. Check out Seenfire Foundation’s promo video here:

<https://www.youtube.com/watch?v=baAS1LSomtc&feature=youtu.be>

25 trainees will film, edit and upload one original video each during the 2-day workshop and learn to replicate best-practice methods and techniques while producing their own videos.

#### **INSPIRE DAY 1**

Part 1 - 3 hours

- **PRE-PRODUCTION:** gear care, set-up, liability
- **STORYBOARD:** establish the purpose and audience
- **CAMERA USE:** human eye, holding the camera, filming

#### **TRANSFORM DAY 1**

Part 2 - 3 hours

- **LIGHTING:** shadows / contrast, distractions, keys and kickers
- **INTERVIEWS:** close-ups, 60-second videos, emotional prep
- **AUDIO:** devices, recording, secrets

- AESTHETICS: good images, Steadicam

## CREATE DAY 2

Part 1 - 3 hours

- ARCHIVING: file organization, saving files, exporting files
- EDITING: time-line, peaks, fades
- VIDEO CAPTURE: starting a project, uploading content

## CELEBRATE DAY 2

Part 2 - 3 hours

- UPLOADING: save and export, Youtube
- SHARING: posting to social media, search engine optimization
- STRATEGY: video diplomacy and strategic communications

### **Who can apply?**

We are looking for applicants who are from the media, non-government organizations, civil societies, Young South East Asia Leaders Initiative (YSEALI) members and social entrepreneurs. English language proficiency is not required as we will have an interpreter to assist you in the training course.

As a participant of the program, you are required to:

- Attend the entire course from the beginning to the end and arrive on time
- Bring with you:
  - ✓ Smartphone or camera with full batteries
  - ✓ Connector cable from camera to computer
  - ✓ Pair of headphones
  - ✓ Laptop
  - ✓ USB stick with favorite photos, music and videos
- Gather media items on a USB stick or save in your email:
  - ✓ JPG or PNG of your company logo, school logo or personal profile photo
  - ✓ Six photographs about yourself, your family/friends, your school and/or your company for a profile video
  - ✓ Bring an mp3 or get a free YouTube song  
from: <https://www.youtube.com/audiolibrary/music>

Only 25 applicants will be selected for this program.

### **How to apply?**

In order to apply, please complete the form in the following link [goo.gl/gnmQqT](http://goo.gl/gnmQqT) and submit it by 5:00 p.m, November 22, 2016.

We will announce the selection results by November 30 and send instruction materials to the participants few days prior to the program. If you have any questions, please contact us at [pas.culture@gmail.com](mailto:pas.culture@gmail.com) for answers.