

WSQ Video Planning & Production Programme for Corporate Run

Overview

A WSQ Video Planning & Production programme consisting of 3 modules specially designed for companies aiming to equip their staff with essential video production knowledge which will value add to the companies' video marketing efforts. Time and efforts will be well spent by each company group of staff as these are practical sessions where learners will be trained to produce their social media videos which then can be used for their company's social media marketing programme.

Learning Outcome

Upon completing the 3 modules, learners will be equipped with the needed skills (i.e. from pre-production, production to post-production) to produce marketing videos for their companies.

Modules & Schedule

- Module 1. WSQ Production Planning for Filming (2.0 days)
This unit covers the script breakdown, planning, preparation and compiling of a production schedule for both the cast and crew to meet production needs.
- Module 2. WSQ Camera Operations for Filming (2.0 days)
This unit covers the knowledge and application skills of the testing and setup of the appropriate video camera equipment as well as operating cameras to frame and compose images according to technical specifications and production styles to meet production needs. Types of cameras used for filming includes production cameras, camcorders, DSLR and mobile phone cameras.
- Module 3. WSQ Post-Production for Filming (2.0 days)
This unit covers the importing of audio and video material into a nonlinear editing environment, executing video edits to organise video footage in a sequence that matches the narratives in the script.

Fees & Funding

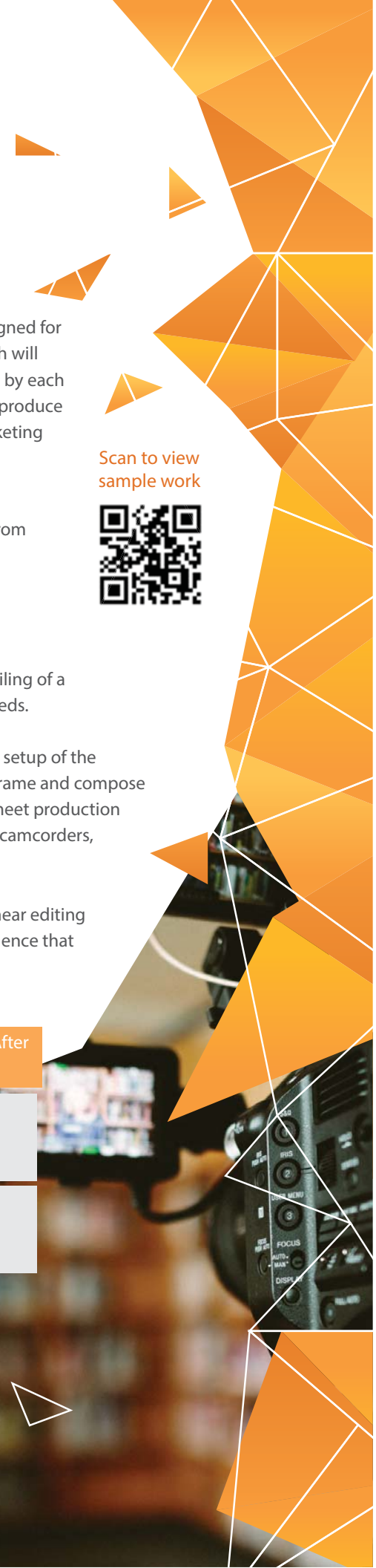
Application Fee: S\$53.50 -Waived- Course Fee: S\$2,830.00		Grant Amount	Nett Course Fee After Subsidy
Company Sponsored	Singapore Citizens and Permanent Residents	\$2,511.50	\$318.50
	Workfare Skills Support Scheme (WSS)	\$2,511.50	\$318.50

- Course fee covers training and assessment.

- Grant amount indicated here does not include absentee payroll (AP) funding as this is dependent on the trainee's hourly basic salary.

- Absentee payroll funding (for Employers), if applicable:
a) Singapore Citizen and Permanent Resident employees will receive up to 80% of hourly basic salary capped at \$7.50 per hour.
b) Singapore Citizen employees under Workfare Skills Support Scheme will receive 95% of hourly basic salary.

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sample work



WSQ Sales & Video Marketing Programme (for Corporate Run)



Overview

A WSQ Sales & Video Marketing programme consisting of 5 modules specially designed for companies aiming to equip their staff with essential sales, video production and social media knowledge which will value add to the companies' video marketing efforts to achieve the companies' sales and marketing objectives. Time and efforts will be well spent by each company group of staff as there are practical sessions where learners will be trained to produce marketing videos which then can be used for the companies' social media marketing programme.

Learning Outcome

Upon completing the 5 modules, learners will be equipped with the needed skills to identify the right target market, produce marketing videos (from script writing, production planning, filming to post-production) & use them effectively in various social media platforms to attract the potential customers.

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Modules & Schedule

- Module 1** WSQ Identify New Sales and Marketing Opportunities (1.5 days)
This unit covers the skills to recognize and evaluate sales opportunities; identify clients' needs in order to craft an effective marketing script that is appealing to the target audience.
- Module 2** WSQ Production Planning for Filming (2.0 days)
This unit covers the script breakdown, planning, preparation and compiling of a production schedule for both the cast and crew to meet production needs.
- Module 3** WSQ Camera Operations for Filming (2.0 days)
This unit covers the knowledge and application skills of the testing and setup of the appropriate video camera equipment as well as operating cameras to frame and compose images according to technical specifications and production styles to meet production needs. Types of cameras used for filming includes production cameras, camcorders, DSLR and mobile phone cameras.
- Module 4** WSQ Post-Production for Filming (2.0 days)
This unit covers the importing of audio and video material into a nonlinear editing environment, executing video edits to organise video footage in a sequence that matches the narratives in the script.
- Module 5** WSQ Manage Social Media Platforms (1.5 days)
This unit covers the skills to develop social media content as well as overseeing the integration of social media platforms to support sales and marketing strategies.

Fees & Funding

Application Fee: S\$53.50 -Waived- Course Fee: S\$3,942.80 (inclusive of GST)		Grant Amount	Nett Course Fee After Subsidy
Company Sponsored	Singapore Citizens and Permanent Residents	\$3,447.50	\$495.30
	Workfare Skills Support Scheme (WSS)	\$3,447.50	\$495.30

- Course fee covers training and assessment. The fee is inclusive of prevailing GST and subject to changes.
- Grant amount indicated here does not include absentee payroll (AP) funding as this is dependent on the trainee's hourly basic salary.
- Absentee payroll funding (for Employers), if applicable:
 - Singapore Citizen and Permanent Resident employees will receive up to 80% of hourly basic salary capped at \$7.50 per hour.
 - Singapore Citizen employees under Workfare Skills Support Scheme will receive 95% of hourly basic salary.