

Video 09 Programs

Program Descriptions-Monday

Adobe CS4

The Adobe CS4 Suite is the most powerful and flexible set of tools available to video producers. Industry standards like After Effects help make creativity leap off of the screen. Explore the Adobe CS4 Suite with Rod Harlan. Rod is also the Audio-Visual Director for both the Adobe Photoshop World Conferences and the Mac Design Conference and works in all things related to Digital Video including digital editing, animation, and special effects for television, video, CD-ROM, DVD and the Web. Sponsored by Adobe Systems.

Final Cut Pro

Final Cut Pro Work Flow Efficiency

- How to maintain an effective project folder that promotes organization.
- How to manage your media effectively.
- How to move quickly thru an edit. Learning techniques that allow you to produce a same day highlight video.
- Tips and tricks that promote an effective workflow.

Getting the most out of Live Type

- Advanced Live Type techniques
- Using Live Type for video compositing
- Mastering the timing controls
- How to integrate third party animations (i.e. Digital Juice)
- Integrating Live Type into FCP

Final Cut Pro sessions are sponsored by geniusDV, who are also providing instructors.

Tuesday Program Descriptions

9am-10am

“Meet the Echo Boomer Bride and Learn How to Market to Her”

Alan Berg, The Knot

The Echo Boomer Bride is who you are selling to right now, and she is very different than her older sisters. You can't sell to her if you don't understand her and her friends. In this fast-paced presentation, The Knot's Alan Berg will ensure that you know all about your newest, bestest customer.

“How to Write Almost Anything for Almost Anybody”

Barry Hampe, The Writing & Editing Company, Inc.

Lake Ridge, VA

For creative types, writing a business letter, a formal proposal to bid on a video project, the “About Us” text for our web site, or most any other kind of sales or promotional information can be worse than having a root canal. The reason: Most people start to write before they are ready, and that causes nothing but trouble!

In this seminar, professional writer Barry Hampe (www.barryhampe.com) demystifies writing, points out the barriers that prevent people from writing well, and presents a step-by-step process for getting from the need to get something written to the goal of any writing process: an excellent final draft.

10:15am-11:15am

“Avoiding Your Own Personal Recession”

Alan Berg, The Knot

Just because the economy is officially in a recession doesn't mean you and your business need to be there as well. This motivational and inspirational presentation from Alan Berg will help you rise above your competitors and succeed, regardless of economic conditions.

“Scripting for Documentaries”

Barry Hampe, The Writing & Editing Company, Inc.

Lake Ridge, VA

Based on his book, *Making Documentary Films and Videos, Second Edition*, this informative session is a must for anyone who is even thinking about producing documentaries-for fun or profit. You'll gain an understanding of two main concepts in documentary filmmaking: recording behavior vs. recreating events. You'll gain the tools you need to begin your personal journey into the fascinating world of documentaries.

Hampe is the author of three books, including *Making Videos for Money*.

11:30am-12:30pm

“Business Lessons From The Godfather”

Jodi Harris, Sight and Sound Events, Las Vegas, NV and Long Beach, CA

“Sweet Sounds: Tools and Tips for Capturing Outstanding Audio”

Frank George, Roland Systems/Edirol

12:30pm-5:30pm

Trade Show

7pm-9:30pm

“FAST: F.A.M.E. Advanced Sales Training”

David Hanscom, Y Entertainment and Events

Robb Smith

Marc Burgess

In today's hyper-competitive market, being able to close the sale could not be more important. Hanscom, Smith, and Burgess are from the Florida Academy of Mobile Entertainment (F.A.M.E.), and this gives participants the chance to role play common sales hang-ups, as they help provide workable alternative solutions to overcome “brick walls and pitfalls”. As disc jockeys, they see the same clients that we do, but often before we do. Super-charge your sales techniques with F.A.M.E.

7:00pm-9:00pm

HD Workflow

Pat Harris, Sight and Sound Events, Las Vegas, NV and Long Beach, CA

Pat and Jodi run an amazing DJ and video business, with their base office in Las Vegas, and a new office in Long Beach. With a busy agenda that includes social event video and sports programming, Sight and Sound Events has done the research that will save you time and money.

There are a lot of choices for HD acquisition. There are several tape-based and solid state cameras available, all with a variety of formats and codecs to choose from. How do you work with all these different formats?

This presentation will go through the different acquisition mediums, such as tape, P2, express media and compact flash, and how they differ. It will also include a review of the variety of different codecs such as HDV1 and 2, AVCHD, DVCPRO HD, XDCAM HD, etc. How do you effectively use these long GOP formats in an editing environment? Pat will demonstrate many of the different DIs (digital intermediate) formats and how they speed up the editing process.

Finally, Pat will discuss the export and archiving options available.

Wednesday Program Descriptions

9:00am-10:00am

“The Secret of Selling the Dream”

Carl Andersen, Princess Bride Video, Minneapolis, MN

Let's face it: no matter how good your production quality is, you've still got to SELL it and CLOSE it. The Good News: there's no need to be a starving video artist, even in this economy! Come along to a sales and marketing seminar like no other: one FROM a wedding video producer TO video producers.

Carl Anderson, who co-owns Princess Bride Cinematic Videography in Minneapolis with his own Princess and wife Sarah, will teach you the secrets of both offering the “steak” (your reputation, and creative sales and marketing techniques to improve it) and the “sizzle” (your actual product and why you HAVE to be unique in the mind of the consumer with what you offer), and how to present and position yourself to overcome the most common objections in our business world and close more and more sales ON THE SPOT.

Tired of not fully knowing how to answer, “How much do you charge?” or “your price seems too high?” Tired of wondering why more brides need to “wait” to make a decision and you never hear from them again, only AFTER you've spent an hour or two trying to sell them on your services? Turn more and more of your

PROSPECTS into PROFITS by attending this sales and closing technique showcase by a proven 23-year veteran wedding video salesman!

Legal Video

Jay Wren, Wren Video, Denver, CO

You might hear the phrase “within a reasonable degree of medical certainty” so often that you’ll be ready to testify as a medical expert, but legal video can be a source of steady work-and revenue.

Jay Wren is one of the most experienced legal video producers anywhere, and he’ll share his insights, methods, and techniques with you.

10:00am-2pm

Trade Show

2:00pm-4:00pm

Using your Mac to Deliver Video to the Web & Optimizing Your Website

geniusDV, Orlando, FL

(Optional session; requires additional fee)

For Mac/FCP users, the geniusDV team brings their expertise to this optional program. As an attendee, you’ll acquire these vital skills:

- Preparing video in FCP for web optimization
- Using Compressor to get your best video quality
- Creating a professional looking website with iWeb
- Managing web hosting that promotes multiple sub-domains
- Using an iWeb blog to increase your site traffic
- Learn proven SEO (search engine optimization) techniques from a Google SEO award winner

2:00pm-4:00pm

Les Brown

The Frazzled Entrepreneur

H. Les Brown, MA, CFCC, is a life coach who helps his clients get the tools they need to create the life they have always dreamed of living. He’s also the host of programs on Blogtalkradio. This motivational session will help you understand the

common challenges among entrepreneurs, how to meet them, and how to find a balance between work and life.

4:15pm-5:45pm

“Edit This: Tips and Tricks To Take Your Business To The Next Level”

Elisa Delgardio, CSEP, PBC

A Flair for Affairs, Orlando, FL

This important session will concentrate on business practices for event video producers. Delgardio is an experienced wedding coordinator, and she will explore issues that include:

- Building relationships with other professionals
- Importance of involvement with Professional Associations
- Etiquette (Do’s and Don’ts relating to on-site conduct and dealing with clients)
- Tips for working with Planners & Coordinators

Referral-based businesses can thrive in any economic climate. This session will help you with the skills you’ll need to build referrals in any market.

4:15pm-6:15pm

Advanced DVD Studio Pro Techniques

geniusDV, Orlando, FL

(Optional session; requires additional fee)

Learn how to make customized menus utilizing FCP, Live Type, & DVD Studio Pro

Understand how to create alpha transitions in Motion

Discover how to add web links to DVD menus

Acquire the skills to create hidden features within your DVD’s

Learn advanced encoding techniques with Compressor

7:00pm

Signature Special Event

Thursday Program Descriptions

9:00am-2:00pm

Round Table Discussions

9:00am-12 noon

Video Biographies: Marketing and Producing the Best Alternative Program

Kelli Dalton

Mike Jensen

Somersaults Life Archives, Indianapolis, IN

Other than their wedding video, no DVD will mean more to your client than the Video Biography. The Somersaults Life Archives team creates some of the most impressive Video Biographies anywhere, and they will share their expertise with you.

Somersaults Life Archives was started by Kelli Dalton on capturing her mother, Pat's, life story, following a diagnosis of terminal cancer. That tragedy served as an inspiration; every person and family somersaults™ touches keeps Pat's spirit alive and not only fulfills her purpose, but all of ours as well.

With premium packages that command fees in excess of \$5000, Somersaults Life Archives also give back to the community. somersaults™ is establishing a Donor Advised Fund through the Legacy Foundation in Carmel, Indiana to assist these individuals and their families in preserving their stories and memories.

Note: Starting Times and Program listings are subject to change.