Video Communication Strategies Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digital-first economy, video communication has become a critical driver of brand visibility, audience engagement, remote collaboration, and business growth. From corporate messaging and social media storytelling to virtual meetings and marketing campaigns, organizations increasingly rely on high-impact video strategies to communicate effectively. Video Communication Strategies Training Course is designed to equip learners with practical, hands-on skills in video production, digital storytelling, live streaming, virtual presentation, and multimedia communication strategies that align with modern communication trends.

As platforms like YouTube, TikTok, Instagram Reels, Zoom, Microsoft Teams, and LinkedIn Video continue to dominate digital interaction, professionals must master the art of visual storytelling, audience targeting, content optimization, and engagement analytics. This course focuses on building strong competencies in content creation, video branding, communication psychology, and digital media strategy, enabling participants to create compelling video content that drives influence, trust, and measurable results across industries.

Programme Curriculum

Video Communication Strategies Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master video communication strategy development
2. Enhance digital storytelling and visual messaging
3. Improve on-camera presentation skills and confidence
4. Learn professional video production techniques
5. Develop social media video marketing strategies
6. Understand audience engagement and retention analytics
7. Apply branding through video content creation
8. Optimize video SEO for YouTube and social platforms
9. Build skills in live streaming and virtual broadcasting
10. Strengthen corporate communication via video tools
11. Implement multimedia content planning and scripting
12. Use AI-powered video editing and automation tools
13. Master cross-platform video distribution strategies

Target Audience

1. Corporate communication professionals
2. Marketing and digital media specialists
3. Social media managers and content creators
4. Business executives and team leaders
5. Entrepreneurs and startup founders
6. Trainers, educators, and online instructors
7. HR and internal communication teams
8. Public relations and branding professionals

Course Modules

Module 1: Fundamentals of Video Communication Strategy

- Understanding modern video communication ecosystems
- Role of video in digital transformation
- Audience segmentation and targeting basics
- Case Study: How global brands use video storytelling for engagement
- Building a strategic video communication framework

Module 2: Digital Storytelling & Script Development

- Crafting compelling video narratives
- Scriptwriting for corporate and social media videos
- Emotional storytelling techniques

- Case Study: Viral campaign breakdown (brand storytelling success)
- Storyboarding and content planning essentials

Module 3: On-Camera Presentation & Personal Branding

- Building confidence on camera
- Voice modulation and body language techniques
- Personal branding through video presence
- Case Study: Influencer growth through video communication mastery
- Overcoming camera anxiety and improving delivery

Module 4: Video Production & Technical Essentials

- Basics of filming, lighting, and sound design
- Smartphone vs professional camera usage
- Video editing fundamentals
- Case Study: Small business scaling through high-quality video production
- Tools and software for modern video creation

Module 5: Social Media Video Marketing

- Platform-specific video strategies
- Short-form vs long-form content strategy
- Engagement optimization techniques
- Case Study: Viral short-video campaign analysis
- Hashtag and trend integration strategies

Module 6: Live Streaming & Virtual Communication

- Planning and executing live video sessions
- Audience interaction in real-time
- Webinar and virtual event strategies
- Case Study: Corporate webinar boosting lead generation
- Tools for live broadcasting and hybrid communication

Module 7: Video Analytics & Performance Optimization

- Understanding video metrics and KPIs
- Engagement rate and retention analysis
- A/B testing video content strategies
- Case Study: Data-driven video marketing improvement success
- Optimization techniques for better reach and visibility

Module 8: AI, Automation & Future of Video Communication

- AI tools for video editing and content creation
- Automation in video publishing workflows
- Personalized video marketing trends
- Case Study: AI-powered marketing campaign transformation
- Future trends in immersive and interactive video content

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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