MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Repurpose your next event

Lesson: One event, twenty pieces of content · about 15 minutes

Plan the capture and the twenty pieces before your next important event.

Your business (name, service, main city):

1. Choose one upcoming event worth documenting fully. Write your capture list: photos, clips, process, numbers, words, notes and credits.

2. From the table, choose the pieces that suit your channels. List at least twelve, with the job and channel for each.

3. Estimate the editing time for each chosen piece and add up the total. What is your average per piece?

4. Write an eight-week schedule for those pieces, mixed with content from other events.

5. **Check your photo licences and client permissions. List any additional use you need to ask for before you begin.**

Check: can you now

- Write a capture list that collects everything needed to repurpose one event
- Map twenty pieces of content from one event across channels and the show, teach and prove jobs
- Schedule repurposed content over several weeks within a realistic editing time budget

One change you will make this week