

SEA-Creative Camp 2018
"Future Careers for Youth"
6-12 May 2018, Mataram City, West Nusa Tenggara, Indonesia
Back to back with Indonesian Students Skills Competition (LKS SMK 2018)

Hosted & Organized by:


Online Workshop Info & Registration:
creativecamp.seameo.org/workshop
Open until 25 January 2018



Online Workshop Details
Online Modeling Tourism Promotion
Online Workshop Schedule: 1-27 February 2018
Every Tuesday and Thursday 14.00-16.00 hrs
(Bangkok Time, GMT+7)

<http://creativecamp.seameo.org/>
Email: creativecamp@seameo.org

I. Details of main coordinator/focal person

Name: Anti Rismayanti
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II. Introduction

Video content can be used in so many ways to promote products and services. On the contrary, digital marketing has fundamentally changed the way many companies communicate with and market to their target demographics; through social media posts and advertisements to emails and marketing sites.

This phenomenon is also happening in the tourism industry, which has experienced continued growth and deepening diversification becoming one of the fastest growing economic sectors in the world today. For tourism specifically, video is critical as a tool for marketing. Statistics show significant percentage in how travelers research potential destinations and activities that they participate in prior to their arrival. The new ways that consumers use social media to make purchasing decisions have hugely influenced tourism marketing. One of the most important parts that people usually do not

think seriously about is how to write a script and produce a good “tourism” video. The script is essentially the main message of the video.

III. Objectives

This course will provide you with the knowledge and techniques to enable you to create a basic video to promote touristic attractions, locations and events by making use of your available gadgets and equipments. It will also introduce you to the effective ways in promoting tourism video via social media, as a part of digital marketing.

IV. Contents

- ✓ **Introduction/Course Overview**
- ✓ **Why video is so important in tourism marketing... and how to make it successful**
- ✓ **Pre-Production**
 1. Pre-Production (tbc)
 2. Pre-Production (tbc)
 3. Script Breakdown/Asset Mapping
- ✓ **Production**
 1. Audio (Creating the voice over and choosing music soundtrack)
 2. Video (How to shoot a video)
- ✓ **Post-Production**
 1. Video Editing
 2. Video Editing
 3. Effective Digital Marketing in Tourism

V. At the end of online workshop, what skills/knowledge participants will learn

- How to create online tourism promotional videos with the equipment you already have.
- How to develop your own videos from conception and production to editing and effective online posting.
- How to identify what equipment we suggest for beginner video creators.
- How to shoot great video with any camera.
- How to record better audio.
- How to set up basic video lights and using natural lighting for your videos.
- How the process of editing a video and how to make your shooting result more engaging.

VI. Schedule of online workshop

1. Total hours of training: 34 hours
 - 16 hours: sync online session
 - 9 hours: self-learning
 - 9 hours: assignment
2. Online workshop schedule: Tuesday and Thursday at 14.00 – 16.00 Bangkok Time (GMT +7)
3. Training workshop duration: Thursday, 1 February 2018 to Tuesday, 27 February 2018

VII. Expected outputs (At the end of the workshop, what participants will produce for competition?)

- A video of tourism objects/places/events that can promote effectively through a particular social media.

VIII. Online workshop schedule and WEBEX Meeting Rooms

The course will be announced by 15 January 2018 and registration of interested participants/schools shall commence on 16 January 2018 until 25 February 2018. The workshop will be conducted through

online Webex platform. The participants can access the meeting room by visiting the link of each workshop session as follows.

Session	Online Workshop Schedule	Content	Instructor	Webex Meeting Rooms
1	Thursday, 1 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	<ul style="list-style-type: none"> Course overview and orientation Why video is so important in tourism marketing and how to make it successful 	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/NqY2QQ Meeting Room Number: 574 081 720 Meeting Room Password: 1234
2	Tuesday, 6 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Pre Production (tbc)	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/NqY2QQ Meeting Room Number: 574 081 720 Meeting Room Password: 1234
3	Thursday, 8 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Pre Production (tbc)	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/NqY2QQ Meeting Room Number: 574 081 720 Meeting Room Password: 1234
4	Tuesday, 13 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Script Breakdown/Asset Mapping	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/2YxXB5 Meeting Room Number: 578 987 002 Meeting Room Password: 1234
5	Thursday, 15 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Audio (Creating the voice over and choosing music soundtrack)	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/2YxXB5 Meeting Room Number: 578 987 002 Meeting Room Password: 1234
6	Tuesday, 20 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Video (How to shoot a video)	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/2YxXB5 Meeting Room Number: 578 987 002 Meeting Room Password: 1234
7	Thursday, 22 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Video Editing	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/2YxXB5 Meeting Room Number: 578 987 002 Meeting Room Password: 1234
8	Tuesday, 27 February 2018 14.00 – 16.00 Bangkok Time (GMT+7)	Video Editing (cont.) Assignment Details	Mr Hadi Saputra	Link to the meeting room: https://goo.gl/2YxXB5 Meeting Room Number: 578 987 002 Meeting Room Password: 1234

IX. Brief profile of targeted participants

Students who are studying in Grade/Year 7 to 12 or equivalent at the high/secondary/ vocational high schools or Polytechnic/College students in 11 Southeast Asian countries, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam

X. Prerequisites (e.g. Basic knowledge and skills, programming knowledge, English ability)

- This course is put together for new video creators. While having any type of video experience will help, it is not necessary.
- Having any type of camera that shoots video (smart phones, DSLR, point and shoot, Handycam) will help as we encourage you to complete our practice exercises throughout the course.
- Having Basic IT skills.
- Familiar with many kinds of social media and other online platforms

XI. What participants need to bring along to join the online training

- **Camera**
Smart phones, DSLR, point and shoot, Handycam, Go pro etc.
- **Laptop/Personal Computer**
System Requirement: Minimum **8 GB RAM**, 16 GB RAM recommended
16 GB of available disk space minimum, 32GB recommended
Sound card compatible with ASIO protocol or Microsoft Windows Driver Model
Adobe premiere or other movie editing software

XII. Maximum number of participants to be accepted for the online training (e.g. 100 participants)

- Maximum number of participants is 50 teams
- One team consists of 1 teacher and 3 students

XIII. Timeline of Multimedia: Educational Game Development

Phase	Date
1. Event announcement	Start from January 2018
2. Online registration	15 January – 25 January 2018
3. Announcement of participants and webex online meeting room number	27-28 January 2018
4. Webex tutorial for schools and participants who are not familiar to use the Webex online platform (Optional)	29-30 January 2018 (To be announced to all participants by email: The online tutorial session will be conducted by SEAMEO IT staff and it will take only 10-15 minutes. Participants can access to the system anytime during the provided period)
5. Online Training Orientation	1 February 2018
6. Online Training Sessions (8 sessions)	1-27 February 2018
7. Assignment Period	March 2018
8. Deadline for Submission of Assignment	1 April 2018
9. Evaluation by judging committee	2-6 April 2018
10. Announcement of shortlists	7 April 2018

11. Online presentation of shortlists	12-13 April 2018
12. Selection of winners	14 April 2018
13. Announcement of winners	15 April 2018

XIV. Coordinators

For, general inquiry, please contact:

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