

Online Video Marketing & Video Localisation

FREE CAPACITY BUILDING WORKSHOP FOR GLASGOW BASED SME's & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

Tuesday 3rd November 2015 | 10:00 – 12:00 hrs

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

Online Video Marketing & Video Localisation for Small Businesses

This workshop will focus on:

- Why use video's
- What content do I use
- Where do I show my video's
- Benefits of using them
- Build strong relationships with your audience
- Gain more business
- What is localisation
- Why should you localise your content
- How not to do it and why
- Key benefits of localisation
- Case study

Delivered by Borja Alcalde, Creative Director from Wav Lab, who specialise in creative video production and multimedia localisation services for businesses.

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Local business and enterprise