

Workshop

Pocket Production: Create Video Content with Your Phone

Who It's For:

Marketers, small business owners, tourism operators, creators, and comms teams who need consistent, high-quality short-form video without a big crew or budget.

What You'll Learn (outcomes):

- Phone videography 101 including exposure, framing, subject matter, and more.
- Hands-on camera settings for iPhone/Android (frame rate, exposure, focus, etc.).
- Shot list templates (A-roll, B-roll, cutaways) that make editing fast.
- Framing & movement for cinematic results (rule of thirds, leading lines, 5 essential moves).
- On-phone editing in CapCut (cuts, auto captions, voiceovers, export settings).
- Platform best practices (Reels, TikTok, Shorts): aspect ratios, safe zone, length, hooks, CTAs, and more.
- Branding basics that help your video content.

Format and Agenda (2 hours):

9:30 – 9:50	Warm-up & branding examples:
9:50 – 10:30	Pocket Production presentation
10:30 – 11:00	Shooting lab: hands-on phone filming in groups
11:00 – 11:20	Edit lab: cut a 30–60s video on your phone; captions & music; export
11:20 – 11:30	Q&A and showcase

You'll Leave With: One edited short-form video ready to post.

What To Bring:

- A fully charged smartphone (iPhone or Android) with the **CapCut** application installed
- *Optional:* small tripod or grip, earbuds/headphones, any mic you already own