

ProduceU

Story-telling & Content Creation for the Digital Era

Communicating your ideas, your vision, your unique perspective has always been a critical skill – what's changed is the medium and purpose of communication. PowerPoint, printed brochures, and other static tools have been rapidly replaced by audio/video and...



Scott Amore

"The technology is the tool, your story is the art."



A.M. Bhatt

"Innovation & Leadership are not possible unless you master the art of storytelling."

The ability to persuade/convince an audience has been replaced by the ability to be in a long-term conversation with a community.

ProduceU develops your ability to explore, express, and fully produce your story, including developing mastery of the tools required to create long-term platforms (podcasts, YouTube / Vimeo channels, etc.) and to engage and grow your community on those platforms.

ProduceU is of most value if...

- You have a story to tell: about your community, your project or company, your hobby – any area of your life or work that you are committed to creating a conversation around.
- You are committed to creating platforms for others to tell their stories. Educators, parents, Human Resource Professionals, Marketing and PR professionals – if you are committed to supporting others in developing and sharing their stories, this program will provide you with the tools.

Specific dates & registration information at www.UofNext.com

Hi-level process...

3-hour Kickoff workshop
(1 weeknight)

1.5 day intensive
(weekend)

Five 3-hour workshops
(1 weeknight every other week)

1.5 day intensive
(weekend)

What you'll learn...

- Defining your story / conversation
- Creating a content template
- Defining the best places to share your story / conversation
- Creating content (video and/or audio) using smartphones and other available technology
- Editing and mastering your story
- Publishing, marketing, and community-building*