

Develop the marketing skills of the future: how to create and viralize promotional videos on Youtube, Facebook, Snapchat & Vine.

With Andrea Febbraio, Co-Founder of Teads (formerly E-Buzzing)

2- DAY WORKSHOP PROGRAM - FALL 2015

Day 1 – October 16 (CONTENT FOR KINGS)

Via Lungotevere Sanzio 12, Tiber Campus (T.G.4)

Welcome and Opening Remarks: 9:00-9:15

Prof. Silvia Pulino
Director, JCU Institute for Entrepreneurship

Andrea Febbraio
Teads, Co-Founder and VP of Sales Europe

Morning Session (PART I) 9.15-11:00

- Start-ups and the power of Online Influencers
- TV Spot vs. Social Video Advertising
- Viral Video vs. Viral Branded Content

Coffee Break 11.00-11:30

Morning Session (PART II) 11.30-13:00

- What Makes Content Go Viral: The NYT Study
- YouTube and tipping points on how the algorithm works

Networking Lunch 13:00-14:00

Afternoon Session (PART I) 14:00-15:45

- The 10 Commandments to make a Video rock the social web
- In Class Games: showing of the most famous branded viral video of all times, students will compete to identify the key rules applied

Coffee Break 15.45-16:15

Afternoon Session (PART II) 16:15-18:00

- Project Work: students divided in groups will apply the Viral Rules to shoot a Viral Branded Content for YouTube

Day 2 – October 17 (DISTRIBUTION FOR KINGS)

Via della Lungara 233, Guarini Campus (G.1.1)

Morning Session (PART I) 9.00-11:00

- Jedi tricks on how to seed a video to make it viral
- Facebook videos

Coffee Break 11.00-11:30

Morning Session (PART II) 11.30-13:00

- Instagram for videos
- Vine and Snapchat

Networking Lunch 13:00-14:00

Afternoon Session (PART I) 14:00-15:45

- The rise of Vine Makers: Jerome Jarre and Meagan Cignoli
- Team project work: create a Vviral video for Vine and Snapchat

Coffee Break 15.45-16:15

Afternoon Session (PART II) 16:15-18:00

- New App Layout / Hyperlapse

The event will close with the presentation of the Certificates of Participation