



JCU INSTITUTE FOR ENTREPRENEURSHIP
Real Ideas Real People Real Community

Friday and Saturday

October 16 & 17, 2015

Become the JEDI of Video Advertising!

2-Day Workshop with Andrea Febbraio, Co-Founder of Teads.

Teads, world experts in out stream video advertising since 2011.

In only 2 days, you will learn how to produce branded video content and make it viral in the Social Web. 99% of content on Youtube never gets more than 1.000 views, only 0.01% of videos break the 1M threshold.

In this totally hands-on session you will learn how a brand can use the power of earned media. You will be introduced to the "10-Commandments-Of-Video-Advertising", first presented at the Cannes Advertising Festival in 2012 and further improved with cutting edge research.

You will create and viralize branded video content for some of the most famous brands on the planet. You will work with Youtube and with innovative platforms such as Vine and Hyperlapse and you will also use our MIT-developed proprietary technology to detect and predict emotion through facial recondition (<http://www.affdex.com/>).

Day 1 – October 16

9.00-18.00

Via Lungotevere Sanzio
12, Tiber Campus (TG4)



Day 2 – October 17

9.00-18.00

Via della Lungara 233,
Guarini Campus (G11)

DEADLINE WEDNESDAY SEP. 30TH

**Full Price: €80.00
JCU Student: €50.00**

To sign up contact: entrepreneurship@johncabot.edu

Limited spaces available, allocated on a first-come first-served basis.

For a sample, search on Youtube the video "Baby & Me / the new Evian film 2013"