



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

How To Edit Videos (Beginners)

Tuesday 15 October 2019, 6-9pm

Explore the possibility of creating your own video content using just a mobile phone.

Learn how to make professional, targeted content to help your business stand out online and really show your customers what you can do!

Record a video on the night and explore the features within simple video editing software in order to create a more professional polished video including branding and adding contact details etc.

- Make a simple video in 4-5 easy steps using a mobile phone – think about lighting, positioning and planning content.
- Explore the features of video editing software – adding graphics, logos, music, simple transitions and images.
- Go through the video edit process to produce a professional video



Speaker Michelle Connolly runs the Content Marketing Agency ProfileTree. She specialises in video production and marketing as well as creating interesting and engaging content. With an expertise in search engine optimisation she focuses on developing digital strategies and building brands online. She has worked with a massive range of clients from SME's to the National Trust. On her own YouTube channels Michelle has generated over 3 million views in the past 18 months.

Venue: Antrim Civic Centre, 50 Stiles Way, Antrim, BT41 2UB

Cost: Free Event (dinner included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

The LEAN How To Workshop Series Continues....

Make Sales Connections – F2F, Online And B2B

Mrs Jackie D'Arcy, Daniel McCarry & Philip Bain
20 Nov 19, 5-9pm, Mossley Mill

Retain Customers - Modern Customer Care

Stephen Smyth, BWEC
12 Dec 19, 9.30-am- 12.30pm, Antrim Civic Centre

Optimise Your You Tube Channel

Michelle Connolly, Profile Tree
21 Jan 20, 6-9pm, Antrim Civic Centre

Recruit The First Or The Best

Labour Relations Agency, Stephen Smyth & Sandra Young
11 Feb 20, 9am-3pm, Mossley Mill

Utilise Influencer Marketing

Niamh Taylor, Digital24
10 Mar 20, 9.30am-12.30pm, Old Courthouse

Interested in attending?

Phone Kim on 02890 340434 or email including name, business name and location events@antrimandnewtownabbey.gov.uk

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of this workshop places will be limited to Antrim and Newtownabbey businesses.