Video and Short Form Content Marketing

Sales and Marketing

Course Overview

Video and Short Form Content Marketing: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Video and Short Form Content Marketing
- Apply practical tools and techniques for Video and Short Form Content Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Video and Short Form Content Marketing in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Video and Short Form Content Marketing in today's organisation
2. Key concepts and the language of Video and Short Form Content Marketing
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Video and Short Form Content Marketing with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Pretoria	**$1,450**
9 to 13 Nov 2026	Harare	**$1,395**
16 to 20 Nov 2026	Cairo	**$1,550**
23 to 27 Nov 2026	Windhoek	**$1,550**
30 Nov to 4 Dec 2026	Dar es Salaam	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.