

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)
5 to 9 Oct 2026	Online	\$700
12 to 16 Oct 2026	Johannesburg	\$1,395
19 to 23 Oct 2026	Durban	\$1,395
26 to 30 Oct 2026	Lagos	\$1,650
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

LTC Consultants

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