






The Power of Video and Animations

Video has evolved from a specialist and a “nice to have” communications piece to a core business medium. More and more companies rely on the emotional power of video and related media for internal and external communication. In user assistance, video and animations are powerful formats to demonstrate movement and to bring images and illustrations to life.

You will learn from three experts in the field how you can add action to your Technical Documentation with video and animations. Our speakers cover the whole spectrum from outward facing high-end video to animation and user-generated video for internal use. You will gain practical experience by means of demonstrations and hands-on sessions.

Name	Tom Lauwers	Sam Cornelis	Jorim Rademaker
Company	Tom’s Cabin	Supermus	Manual.to
Core concept	Outward facing high-end video	Internal high-end animation	Internal user-generated video
Title (EN)	Video communication & language : a practical approach to the essentials	Setting illustrations in motion: it's easier than you would expect.	User-generated video: how it can work
Titel (NL)	Video communicatie & taal : Een praktische benadering van de fundamenteen.	Illustraties tot leven brengen: het is eenvoudiger dan je zou verwachten.	Medewerkers mee video laten maken: hoe dat je dat?
Abstract (EN)	Tbd.	From big Hollywood productions to the attic of a vlogger: After Effects makes the magic happen. Being one of the most powerful applications in the Adobe Creative Cloud to create visuals, it is surprisingly often overlooked as a tool in technical communication. In this session you will learn how to make simple animations to improve your technical communication.	Capturing knowledge from your workers with video is a great way to get your employees engaged in the content creation process. We’ll show you how to enable anyone to create great video instructions in a few minutes. This is a hands on session. If you want to try it yourself, please bring your smartphone or tablet.
Bio	Tom is a producer who creates video content for corporate communication. After working for different production companies and agencies, he started in 2016 Tom’s Cabin.	Sam combines an engineering degree with a film and video education to explain how stuff works since 1998. In 2006, he co-founded Supermus.	Jorim is a designer/developer who worked in the communications industry for 15 years, before launching his own startup.

Personal picture			
Company description	<p>Tom's Cabin are Video Content Creators. A classical company video, social media film, event video, interactive video, streaming, 360°, augmented reality.... Whatever the technic or the medium; we are always looking for a way to translate the corporate messages into a stunning realisation.</p>	<p>At Supermus we combine creativity with technical knowledge to explain how stuff works. We combine video, animations and interactivity into user-friendly digital trainings. These digital courses are mainly used by people from industry and services.</p>	<p>Manual.to is an easy to use software platform that enables any employee to quickly create video + text manuals in minutes. No software needed, all web based, from your smartphone, tablet or regular computer.</p>
Company logo			
LinkedIn	https://www.linkedin.com/in/tom-lauwers-0621577/	https://www.linkedin.com/in/sam-cornelis/	https://www.linkedin.com/in/jorim/

We thank our host: KU Leuven, Campus Antwerpen, Faculty Economics and Business