

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.

Agenda

Time	Title	Speaker
13:00	Registration and welcome	Prof. Dr. Birgitta Meex KU Leuven/tekomp Belgium
13:30	Video communication & language: a practical approach to the essentials	Tom Lauwers Tom's Cabin
14:30	Setting illustrations in motion: it's easier than you would expect	Sam Cornelis Supermus
15:30	Coffee break and networking	
16:00	User-generated video: how it can work	Jorim Rademaker Manual.to
17:00	Reception and networking	
17:30	End of event	

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