



PSASA 2016 Midterm Convention Programme

Friday 7 October 2016

Pre-con workshop:

14:00

CREATING AND MARKETING YOUR VIDEO CONTENT

Richard Mulvey

The Mid term convention precon this year is “Using video to monetise your IP” and is a “hands on” afternoon of video creation. The studio will be set up and the process of creating your own video will be discussed. By the end of the day we will have created and edited video that you can take away and use as content for your website, youtube channel or client communication. It has been suggested that by 2017, 60% of data download from the internet will be video content. Don’t miss this opportunity to make get on the video bandwagon.

By attending this Precon you will:

- Learn how to set up a studio in your bedroom
- Find out the right equipment to use
- Discover the best sound equipment
- Learn about cameras and lighting
- Use of a Green Screen
- Use the video editing software you already have on your computer
- Promote and monetise your video on Youtube
- Use video for distance learning
- Create video training courses

6 delegates will also have the opportunity to create a short video clip to promote their work on Social Media.

17:00

SOCIAL MEDIA ACTIVATION BY RICH SIMMONDS

18:00

Evening Foundation Braai with Comedy entertainment

Saturday 8 October 2016

08:00

Breakfast

08:30

Network coffee

- 09:00 **CONVENTION OPENING**
By National President Richard Mulvey
- 09:05 **WHO WILL PAY THE COPY CAT?**
Rich Simmonds:
- 09:45 GAP
- 09:50 **Panel Chat: 4 Speakers – NEW IDEAS FOR MYIP**
- 10:30 BREAK
- 10:50 **5 STEPS TO MONETISING YOUR IP**
Yelang Prue Jinka
- 11:30 GAP
- 11:35 **OPTIMISE YOUR BUSINESS TO INCREASE YOUR PROFITS**
Leon Lategan
- 12:15 LUNCH: ASSOCIATES SOAP BOX
Open for Associates who have 10 minutes to grab our attention at lunch
- 13:30 **SNAP LAB**
6 Speakers 15 minutes each with a flip chart and 6 chairs.
"How To MYIP" Session
- 15:00 BREAK
- 15:30 **'SHELF-SPACE - WHY THOUGHT-LEADERS MUST BE PUBLISHED
AND HOW TO DO IT.'**
Douglas Kruger
- 16:15 **CLOSE**