

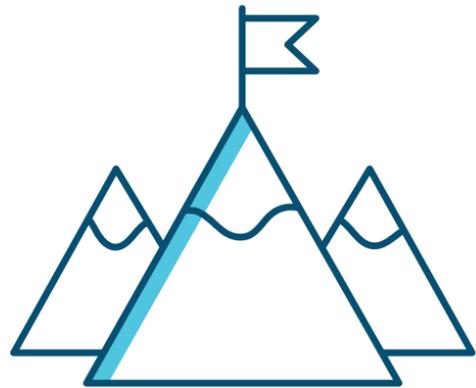


bfbs Academy

ENTERTAIN | INFORM | CONNECT | CHAMPION
the UK armed forces, their families and veterans

CPD
MEMBER
The CPD Certification
Service
Collective Mark

ABOUT BFBS

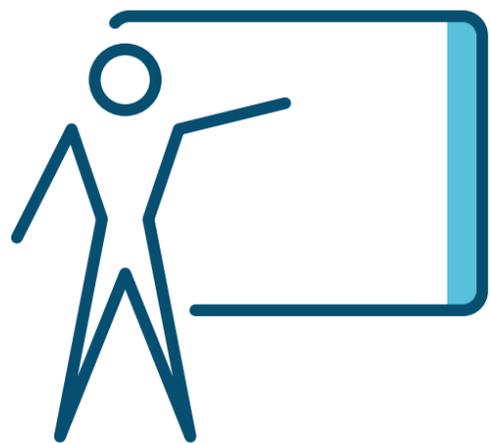


BFBS is a global charity and media organisation. For over 75 years we have been entertaining, informing, connecting and championing the UK armed forces, their families and veterans.

Our TV, radio and digital services offer a lifeline to our forces stationed overseas – and a highly valued entertainment and information hub to the wider military community here in the UK.

BFBS Academy draws on this rich heritage to provide a wide range of digital and media expertise to the defence sector and beyond.

BFBS ACADEMY



BFBS Academy offers high-calibre vocational training in digital communications and media production for organisations, teams and individuals.

We deliver established accredited courses as well as bespoke training. Our reputation is unrivalled among our clients, who range from high-profile ministers to service leavers.

A group of people in a meeting, with a woman in the foreground gesturing towards a screen.

ADAM WATERS

DIRECTOR, BFBS ACADEMY AND CREATIVE

“BFBS Academy changes lives, can boost your confidence, and has created opportunities for hundreds of people. I am so proud of our courses, our advice, and our technology. But most of all I am proud of our fantastic team. I hope you'll meet them.”

JUNE MACMAHON

HEAD OF BFBS ACADEMY

“I am privileged to lead such a talented team of trainers and lecturers, delivering high quality bespoke courses, relished by our diverse cohorts. We are always reactive and relevant to the current market trends. We look forward to understanding and meeting your training needs.”

TRAINING DELIVERY

Our close working relationship with the armed forces means that we are flexible and have extensive experience operating in hostile environments.

This was demonstrated during lockdown, when we adapted our courses from face-to-face to online delivery and many can now be taught via Zoom or Teams.

SECURITY

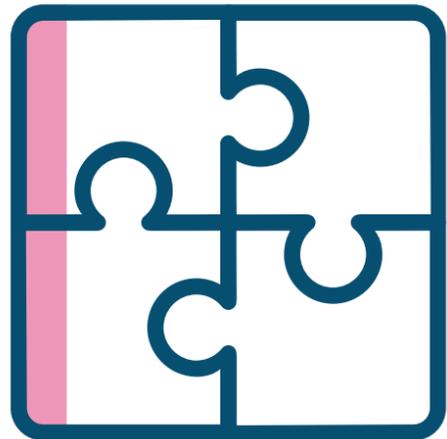
We hold the Cyber Essentials + certificate and are currently working towards ISO 27001 accreditation.





OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR



Digital Campaigns

This course teaches how to create and deliver effective, unique, and creative campaigns. It covers how to plan using the OASIS framework, the latest social media trends, and tangible tips on taking great photos with just your smartphone.

Up to eight people. This is a one-day course.

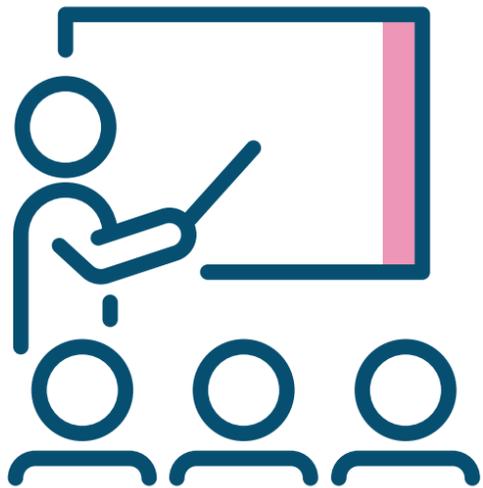
Communication for Leadership

This course teaches leaders everything they need to know about comms from social media to media interviews. Day one will teach you to define audiences, harness soft power, and understand what good looks like. Day two will give you practical interview experience with our highly skilled broadcast journalists. You'll also get a social media clinic with a digital expert.

Up to 12 people. This is a two-day course.

OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR



Accountable Social Media and Storytelling

Ideal for anyone working in communications or who is new to social media management. You will learn how to plan, implement and review a social media campaign. This includes how to create engaging content and reach your target audience.

Up to ten people. This is a two-day course (three if delivered remotely).

Advanced Editing in Premiere Pro

Ideal for people who edit videos regularly and want to build on their skills. You will learn the enhanced features of Adobe Premier Pro, and the course can be tailored to individual needs.

Up to three people. This is a two-day course.

OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR

Digital Culture

This social media training is an online 11-week course. We use a combination of online learning tools, social media and mentoring to provide first-class course content.

This course is designed for individuals or teams. We can also tailor the course with bespoke content for your organisation. You can sign up one to one hundred people (and more). However, if you would like to put more than ten people on the course, please get in touch to ask us about running a course with content that is bespoke to your organisation.

This is an eleven-week course.

Digital Video Content Creator

Discover how to plan, shoot and edit videos for social media, using your smartphone and Adobe Premiere Pro. You will also learn how to plan a communications strategy and use social media, to boost the effectiveness of your videos.

Up to five people. This is a five-day course.



OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR

Graphics

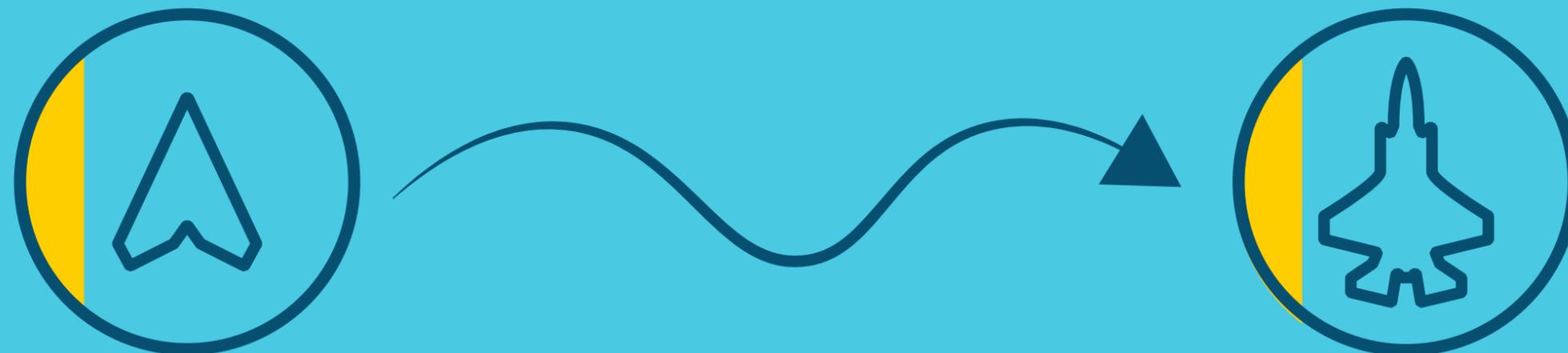
Beginner

The essential introduction to creating graphics, images and templates for social media. This course involves learning the basics of Adobe Premiere Pro, Photoshop and After Effects. This is ideal for anyone involved with content production or social media.

Advanced

This course is for people who would like to enhance their graphics and images skills for social media. You will learn about design concepts, as well as the advanced features of Adobe Premiere Pro, Photoshop and After Effects.

Up to eight people. This is a one-day course.



OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR

Media Handling

Media Handling 1 – Press Officer

This practical course is essential for anyone responsible for media relations. You will learn to initiate, prepare and implement media engagements with a trained spokesperson. The course also covers crisis communications and planning, press conferences and writing press releases.

Up to 12 people. This is a two-day course.

Media Handling 2 – Spokesperson

This hands-on course is essential for managers who speak to the media on behalf of their organisations. You will learn about crisis communications and working with press officers, as well as how to handle press conferences and hostile media interviews.

Up to 12 people. This is a one-day course.

Media Handling 3 – Crisis Communications

Essential for press officers and spokespeople, this course will teach you how to plan and implement crisis communications, and includes messaging, hostile media interviews, negative media and working as a team.

Up to 12 people. This is a one-day course.



OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR



Podcasts and Great Audio

This is an essential introduction to starting a podcast or creating audio content. You will gain the knowledge, skills and confidence to make professional-quality podcasts that engage your audience.

Up to 12 people. This is a one-day course.



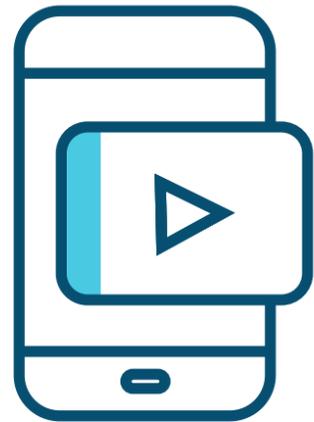
Social Media for News – Press Officer

Understand how news outlets use social media and learn to use this to benefit your own organisation. This course is ideal for press officers and media professionals. You will learn how to write effective social media posts, shoot livestream video and amplify your stories to journalists.

Up to 12 people. This is a one-day course.

OUR COURSES

GOVERNMENT, DEFENCE AND PUBLIC SECTOR



Smartphone Filming and Editing

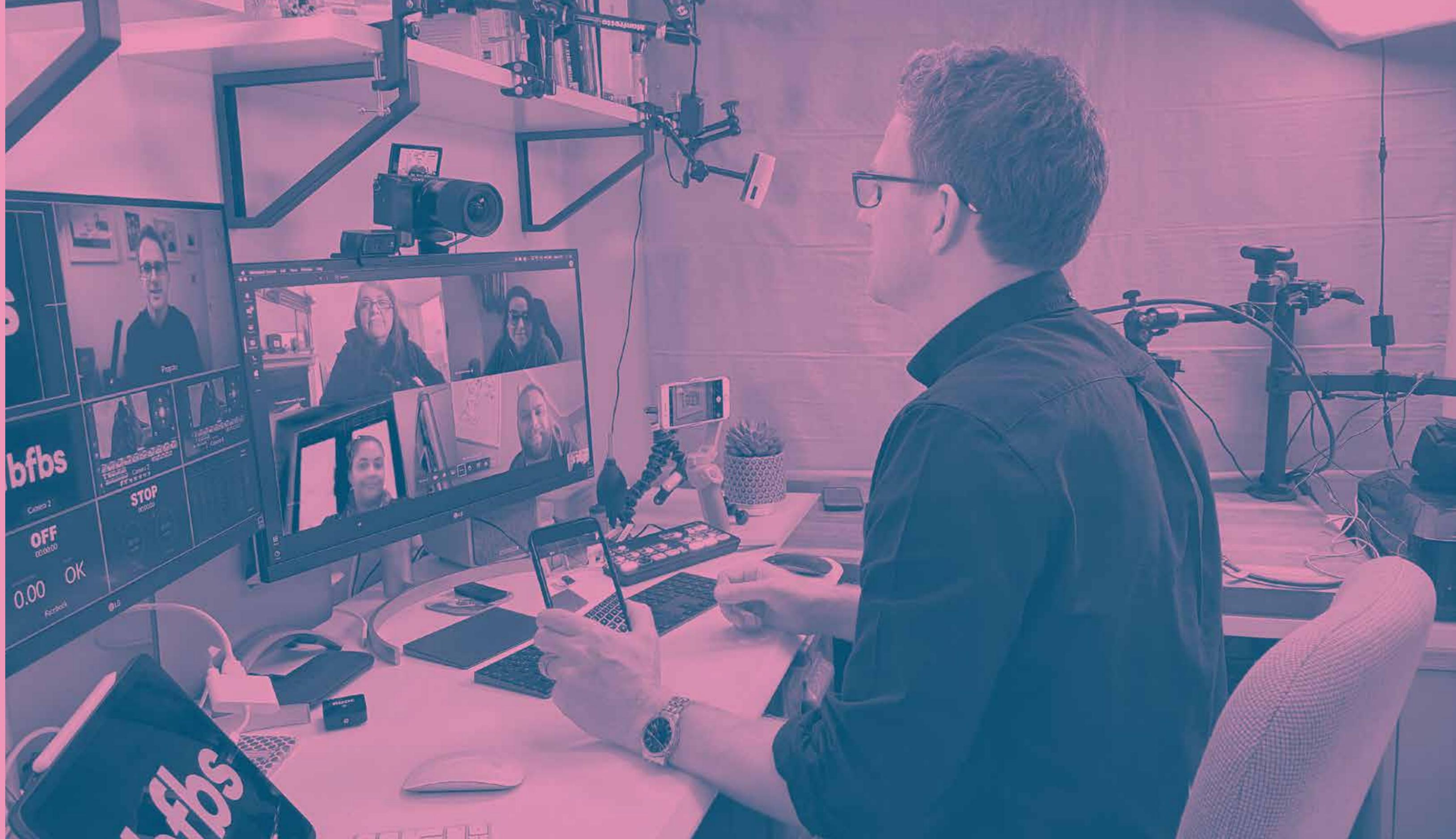
Smartphone Filming and App Editing

Discover how to create high-quality engaging video content for social media using only your smartphone. You will also learn how to plan a communications strategy, to increase the effectiveness of your videos.

Smartphone Filming and Premiere Pro Editing

Discover how to shoot high-quality videos on your smartphone and then edit them on Adobe Premiere Pro. You will also learn how to plan a communications strategy, to increase the effectiveness of your videos.

Up to six people. This is a two-day course.



OUR COURSES

INDIVIDUALS IN THE MILITARY COMMUNITY



Social Media Spouses

This 11-week online course teaches students how to deliver social media campaigns from start to finish.

Funded by the Armed Forces Covenant Fund, this training is free for serving spouses and partners.



Photography for serving, ex-services, and veterans

The course is designed for those with a passion for photography, whether urban, landscape or portraiture. Even if you have never picked up a camera you will quickly learn the skills required to take a memorable image.

The course is open to both the serving and ex services communities, regardless of age, rank or previous experience, and lasts two weeks. In particular, we are keen to accommodate those who have been wounded, injured or sick whilst serving.

This is a two-week course.

OUR COURSES

CHARITIES



Digital Culture

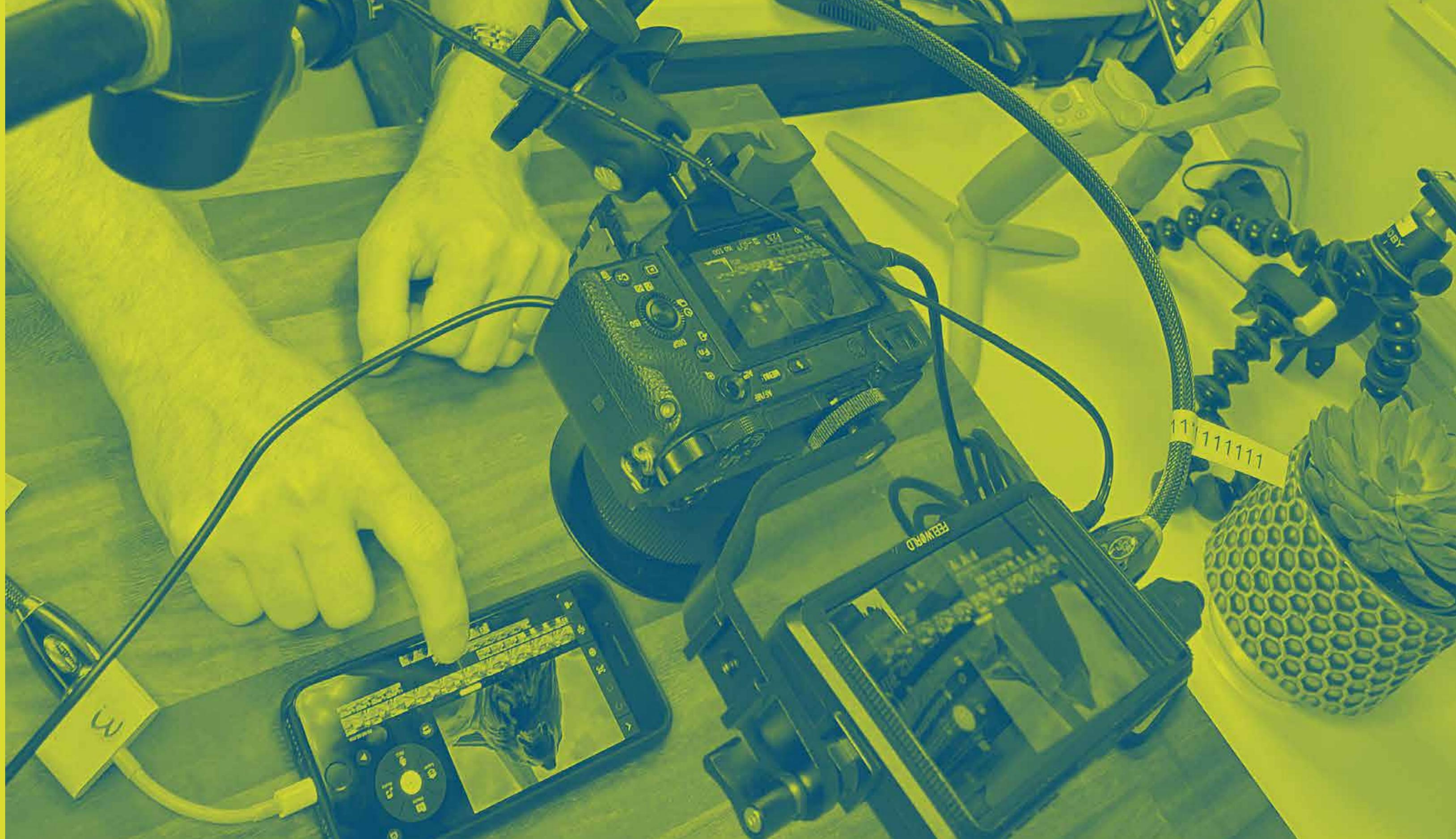
This social media training is an 11-week online course. We use a combination of online learning tools, social media and mentoring to provide first-class course content.

This is an eleven-week course.

Social Media Storytelling

This course will teach you how to create professional video easily, all on your mobile phone (filming, editing and publishing). It will also teach you how you can create your own campaign and keep in touch with your audience.

This is a two-day course. Up to 10 people.



CLIENT TESTIMONIALS



I found the atmosphere really friendly and accessible, which made learning easy and fun.



The instructors were very knowledgeable but also had the right manner and tone for virtual learning.



Really good course adapted well for delivery remotely. Both trainers were knowledgeable and content covered was interesting and relevant.

CONTACT DETAILS

June MacMahon, Head of BFBS Academy
June.MacMahon@bfbs.com



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