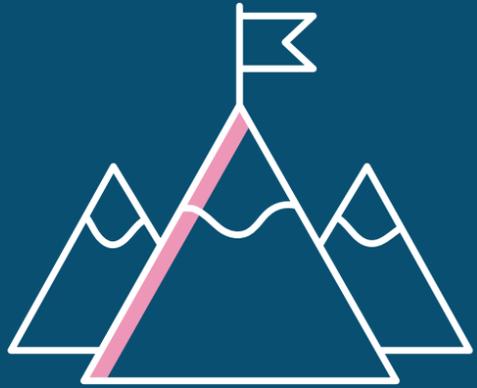




|| bfbbs || Academy

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

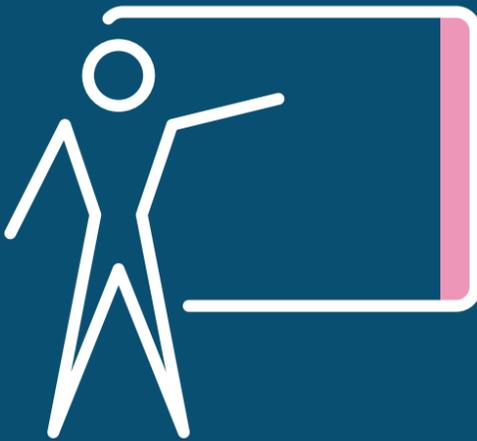
ABOUT BFBS



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.

We're also an award-winning Creative Agency and Training Academy, founded to help the armed forces, UK government and corporate clients with their digital, media and communication challenges, from detailed campaign plans, through to content creation and building communities through social media. Our experience providing these services day to day, informs our training courses, providing relevant material and focused, tangible results.

BFBS ACADEMY



With an unrivalled reputation among our clients, we offer practical advice, training, and coaching to Foreign, Commonwealth and Development Office diplomats, ministers, and senior military officers, as well as to commercial, C-Suite clients.

Our courses are wide-ranging and cover high-calibre vocational training in digital communications, content and media production, crisis communications and media training. We provide established accredited courses, as well as fully personalised training courses, ensuring that we are always here to help you to develop your teams successfully.

TRAINING DELIVERY

Our close working relationship with both clients and trainers, ensures that we provide personalised, adaptable, and relevant courses, which are continuously updated according to current industry demands and conditions. With outstanding service levels at the heart of everything we do, our mission is to help you to upskill, develop and continuously improve your team's performance.

Our courses have been developed during the past year and now offer a fully hybrid model, with face to face, fully online via Teams or Zoom, or a mix of both methods, according to the course requirements and your teams' availability.

All the below courses can be fully personalised, allowing for your teams' specific requirements and their preference for course delivery.

SECURITY

We hold Cyber Essentials Plus certification, as well as ISO 27001 accreditation.

Many of our trainers are SC and DV cleared, enabling our service provision to be delivered to the highest levels of Government without restraint.



MEET THE TEAM

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 proactive, providing market leading training courses catering for current market trends. We look forward to understanding and meeting your training needs.”





CREATIVE MEDIA SKILLS

SMARTPHONE FILMING

Are you using your Smartphone to create and share videos on social media? If so, then these courses start with an introduction to filmmaking on your Smartphone, working up to advanced editing techniques on our longer courses. Aimed at social media managers, marketers and anyone wishing to understand how to enhance the Smartphone content they produce, these courses will increase your confidence and provide the communications strategies you need to employ, to fully maximise the effectiveness of your content.

SMARTPHONE FILMING AND APP EDITING



Discover how to create high-quality, engaging social media video content, using just your smartphone. We cover the development and planning of a communications strategy and the narrative wanting to be portrayed, along with the use of free editing Apps and how these can be used effectively to enhance your content. These skills will improve the quality of your videos and can help to influence engagement with your target market.

Up to 6 participants. This is a 1-day course.

SMARTPHONE FILMING AND PREMIERE PRO EDITING

This course begins with the above one-day course.

The second day provides additional, in-depth understanding of professional smartphone filming, along with an introduction to editing on professional video editing software, Adobe Premiere Pro. The application of these tools will provide you with the skills to augment your audience engagement, using post-production techniques.

Up to 6 participants. This is a 2-day course.

CREATIVE MEDIA SKILLS

PODCASTING

We offer three Podcasting courses, covering beginners through to advanced content production techniques, allowing for complete beginners through to those wishing to complete a formal Level 3 Award (equivalent to A Level).

INTRODUCTION TO PODCASTING

Discover the world of Podcasting, with a comprehensive introduction to creating your own Podcasts. Learn what makes good Podcast material and develop an understanding of basic audio recording techniques through hands on experience. We cover how to use the best free audio edit software on the market, to enable you to produce a short piece of content, working within a collaborative group setting.

Up to 8 participants. This is a 1-day course.

PODCASTING FOR BEGINNERS

Commencing with the Introduction to Podcasting 1 day course, the second day will focus on advancing your skills and knowledge of creating interesting Podcasts. We will cover the theory behind audience insight and how to apply this knowledge to optimise your listener's engagement. We will review your presentation skills, including pace of delivery and tone of voice and how to enhance the podcast through the application of digital editing software techniques.

Finally, we will review your podcast and reflect on presentation and engagement of your target audience, working within a small collaborative group setting.

Up to 8 participants. This is a 2-day course.

CREATIVE MEDIA SKILLS

PODCASTING

PROFESSIONAL PODCASTING: LEVEL 3 AWARD (EQUIVALENT TO A LEVEL QUALIFICATION)

This course is suitable for those who have a passion for Podcasting, or who are expected to produce professional quality content, either as part of their job role, or anyone looking to move into digital roles in the future. All levels are covered within this comprehensive podcasting course.

All aspects of Podcast planning, researching and safe working practices are covered, including technical elements of how to record quality audio content and post-production techniques, using industry standard software to result in the production of professional podcasts. No previous experience is required for this course, just bring a love of Podcasts!

Up to 12 participants. This is a 2-week course with flexible, hybrid learning options.



CREATIVE MEDIA SKILLS

GRAPHIC DESIGN

These courses have been created for those with a love of design, to learn how to use Canva.

INTRODUCTION TO 'CANVA'

This one-day course provides an essential introduction to creating graphics, images and templates for social media using Canva, a free, widely used programme. This is ideal for anyone starting out in content production or social media content creation, or perhaps looking to move into content creation and enhance their graphic design skills.

Up to 5 participants. This is a 1-day course.

GRAPHIC DESIGN: ADVANCED CANVA AND PHOTOSHOP

This follows the one day course, with a second day focused on creating advanced graphical elements on Canva, followed by an introduction to Adobe Photoshop. This course is ideal for anyone who is interested in designing more professional and engaging graphical content, whether for social media platforms, or printed promotional material.

Up to 5 participants. This is a 2-day course.

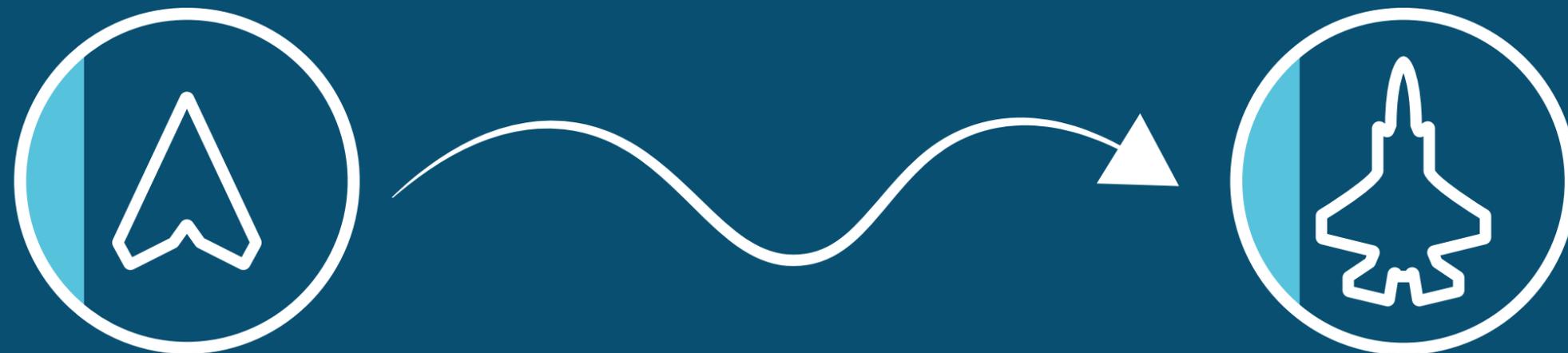
CREATIVE MEDIA SKILLS

GRAPHIC DESIGN

CANVA, PHOTOSHOP AND AFTER EFFECTS

This three-day course incorporates the above two-day course, with the opportunity to learn more advanced Photoshop techniques, along with an introduction to Adobe After Effects, used extensively in the broadcast and digital industries. You will learn how to achieve simple motion graphics on After Effects, to enhance your social media content creation skills.

Up to 5 participants. This is a 3-day course.



CREATIVE MEDIA SKILLS

UPSKILLING TECHNICAL TEAMS

These are practical hands-on courses to upskill content creators.

COACHING – CONTENT CREATION AND PRODUCTIVE WORKFLOW

Our training team have extensive hands-on experience of working to support creative content production departments, covering video, audio, and graphic content creation. This course utilises this in-depth knowledge and focuses on providing your team with an insight into production planning and technical specification.

This course is a popular option to support overseas or remote based teams, to upskill and enhance professional practice, including the media industry workflow best practice and how to create efficient workflows.

Number of participants varies. Course duration as agreed with client, 3 / 5-day options.

UPSKILLING CONTENT CREATION TEAMS WITH EMBEDDED PRACTITIONERS

Our subject specialists spend time embedded within the host teams, supporting specific communications projects, individuals, and teams. Our specialists cover graphic design, motion graphics and videographers to support specific projects. Being embedded within your team, ensures that our team is fully immersed within your business culture, which helps to establish an in-depth understanding of the project and provides your team with practical, expert advice.

Number of participants varies. Course duration to be agreed on a project basis.

CREATIVE MEDIA SKILLS

PHOTOGRAPHY

Our photography courses are aimed at individuals who are looking to master their camera skills, discovering their creativity through a lens and how to create an effective narrative.

INTRODUCTION TO PHOTOGRAPHY

This introductory course is aimed at beginners who may not have previously used a DSLR camera and want to learn the basics, as well as being a refresher course for those with a little more experience. It is very hands on, supported by some basic theory and understanding of functionality, to enhance final photography output.

Up to 8 participants. This is a 1-day course.

ADVANCED PHOTOGRAPHY

This follows the one-day introduction to photography course. Additionally, the second day provides an introduction to portrait lighting skills, as well as basic post-production techniques. You will also consider the advanced narrative and purpose of the image, as well as the delivery platform being used and how to optimise your image accordingly.

Up to 8 participants. This is a 2-day course.

CREATIVE MEDIA SKILLS

PHOTOGRAPHY

ACCREDITED PHOTOGRAPHY COURSE: LEVEL 3 AWARD (OCN LONDON)

The course is open to all and designed for those with a passion for photography, whether urban, landscape or portraiture, whether or not you are an experienced photographer. This course will provide you with the skills required to take a memorable shot.

As this course can be self-funded, or funded via Enhanced Learning Credits (ELCAS), it is also open to both the serving military and veteran communities, regardless of age, rank, or previous experience. We are keen to accommodate those who have been wounded, injured or sick whilst serving.

This level 3 is fully academically accredited and as such is assessed via means of Photography journals and annotated Photographic evidence – all fully supported by the tutors and peers working in class.

Up to 12 participants. This is a 2-week course.



CREATIVE MEDIA SKILLS

PREMIERE PRO VIDEO EDITING

Premier Pro is used extensively in the media industry, in social media production and the creation of factual adverts. These courses are aimed at content producers who aspire to creating professional content, whether filmed on specialist equipment or your Smartphone. We cover the production of quality content and the importance of story and content production, along with covering how to enhance the final output and make it more engaging to your audience.

INTRODUCTION TO ADOBE PREMIERE PRO

The course is designed for those new to this editing software. It gives participants experience in taking raw video, editing it, and producing a final short video piece. We will also cover basic media importation and editing, as well as exporting simple video files.

This course can be adapted for those who are more proficient, providing a revision on the use of short cuts and other simple features.

Up to 3 participants. This is a 1-day course.



CREATIVE MEDIA SKILLS

PREMIERE PRO VIDEO EDITING

INTERMEDIATE PREMIER PRO PRACTITIONER

This two-day course incorporates the above one-day introduction to Premier Pro. The second day provides the opportunity for hands on experience, focusing on and developing an understanding of differing post-production techniques and industry standards. We also cover the addition of graphical elements, transitions, and mixing shots. We look at the differing genre specific conventions and how best to harness these skills in your own content production strategy.

Up to 3 participants. This is a 2-day course.

ADVANCED PREMIER PRO AND INTRODUCTION TO AFTER EFFECTS

Our two-day Intermediate Practitioner course is enhanced with the addition of the third day, where you will have a more immersive experience of Premier Pro, with the opportunity to experiment with your new skills. We introduce how to add higher production values to your content, through enhanced and complex graphical elements. With an introduction to Adobe After Effects, you will be producing very simplified motion graphic elements.

After this 3-day course, you will experience considerable improvements in both the production, as well as the technical quality of your content.

Up to 3 participants. This is a 3-day course.

CREATIVE MEDIA SKILLS

MULTICAMERA PRODUCTION

The world of media is fast paced, exciting and continuously evolving. This course will help you to understand and develop your skills in a live, reactive and busy environment, with a focus on planning, communication and collaborative working.

INTRODUCTION TO MULTICAMERA PRODUCTION

This course uses our in-house, exciting TV studio environment to immerse you into the world of TV and multicamera production. You will experience what it takes to run a fully functioning professional television studio, with all the production roles/positions, as well as technical roles involved.

The course participants will produce a simplified TV programme, such as a quiz show, working together in a close collaborate environment. Safe working practices and creativity are important aspects of this day in the studio.

This course also makes an excellent immersive team building activity day.

Up to 10 participants. This is a 1-day course in our on-site TV Studio.



CREATIVE MEDIA SKILLS

MULTICAMERA PRODUCTION

ADVANCED MULTICAMERA PRODUCTION

This course incorporates the 1-day Introduction course, which is followed on the second day with time to develop your skills, whether behind the camera, directing or operating the sound desk. We cover the different genres of programming, and the key skills required. You will learn how to operate in a live, busy, reactive environment, through listening, planning, and collaborative working, all of which will develop your communication skills.

Up to 10 participants. This is a 2-day course taking place in our on-site TV Studio.

ACCREDITED MULTICAMERA PRODUCTION: LEVEL 3 AWARD (OCN LONDON) (A LEVEL) COURSE

Every element of creative media multicamera planning and production skills are covered on this fully accredited course.

Attendees will have time and support to explore all aspects of studio lighting and pedestal camera skills, as well as audio production techniques, working in our fully functional, industry standard TV Studio. We will cover all the required studio production skills, including researching, planning and evaluation. Safe working practices are an important element of this course delivery.

This Level 3 course is fully academically accredited and as such is assessed via means of production journals and final TV programme output – all fully supported by the tutors and fellow cohorts.

Up to 12 participants. This is a 2-week course taking place in our on-site TV Studio.



SOCIAL MEDIA SKILLS

DIGITAL CULTURE

Our Digital Culture training in social media is an online 11-week course, running 5 hours per week. Attendees use a combination of online learning tools, social media platforms and mentoring sessions and leave the course fully equipped to both produce and curate a wide range of quality social media content. We incorporate the creation of interesting and engaging content across all social media platforms, including TikTok and Instagram.

‘Digital Culture’ is designed for individuals or teams who are either looking to enhance their skills, or already work within marketing and social media functions.

Due to the nature of this course, it can be tailored to your organisation’s requirements, with bespoke content designed and delivered for teams of 10 or over and possibly shorter timescales, with the content adapted to deliver specific outcomes.

Number of participants varies. This is an 11-week online course, condensed versions may also be delivered face to face.



SOCIAL MEDIA SKILLS

SOCIAL MEDIA STORYTELLING (FREE TO MILITARY CHARITIES)

The course is an introduction to the skills of professional filming, basic editing, and publishing content on your Smartphone. Campaign planning and management is also covered, as well as an appreciation of audience understanding and engagement. This course is aimed at those new to social media production, or those who feel a refresher would benefit the quality of their output. We also provide an introduction into Social Media scheduling platforms and their differing requirements.

Up to 10 participants. This is a 1-day course.

DEEP DIVE INTO SOCIAL MEDIA STORYTELLING

In addition to the 1-day course, the second day provides more time to practice and hone your newly acquired skills. We show you how to plan, implement and review a social media campaign, along with an analysis of the different platforms, to create an understanding of which platform would optimise your audience engagement. We review the differing platform complexities and content considerations and will also introduce the understanding and application of analytics in your planning.

Up to 10 participants. This is a 2-day course.

LEADERSHIP COMMUNICATION SKILLS

COMMUNICATION FOR LEADERS

Designed for C-Suite business leaders, ministers and ambassadors responsible for critical communications, this course will develop the skills required to clearly communicate in social media, TV, radio and journalist interviews.

Day one will consider the topic of defining audiences, harnessing soft power (persuasive/diplomatic skills) and will provide an understanding of 'what good looks like'.

Day two covers the skillsets required within practical interview conditions, with our highly skilled broadcast journalists. When delivered in person we use our professional television studio for a fully immersive experience. Aspects of 'down the line', remote interviews, as well as radio interview techniques are also covered. We will also review your own personal social media representation with one of our digital experts, to ensure responsible, confident and safe posting.

Up to 12 people. This is a 2-day course.

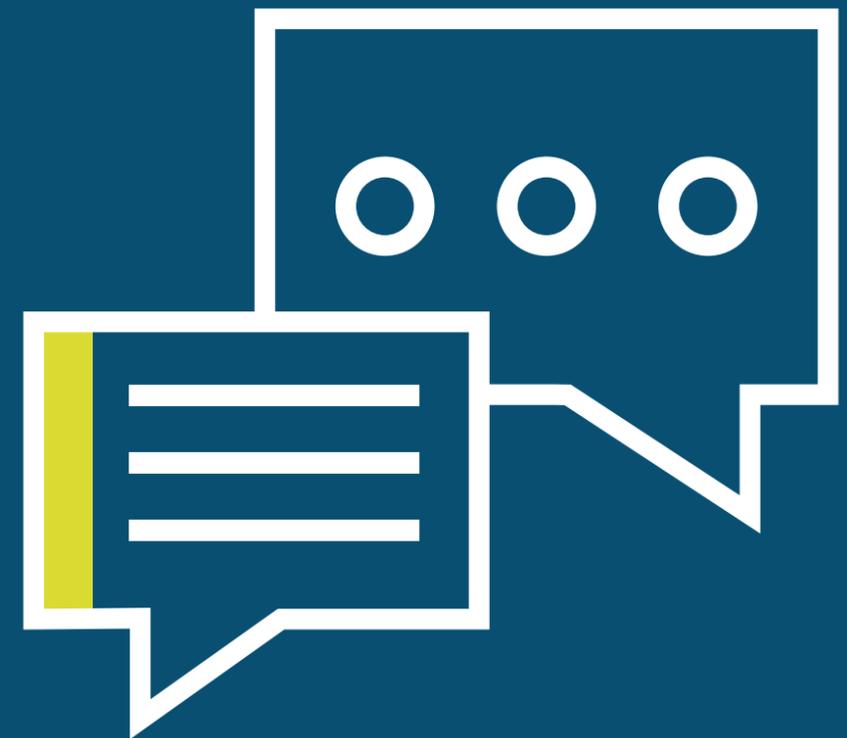
LEADERSHIP COMMUNICATION SKILLS

COMMUNICATION CAMPAIGNS – DELIVERY STRATEGIES

This course teaches how to create and deliver successful, creative media communications campaigns. It covers how to plan, using the OASIS framework to ensure that all communications are effective, efficient, and evaluated.

We understand the importance of social media trends, audience understanding and engagement and provide you with the tools to optimise the content you're creating.

Up to 8 participants. This is a 1-day course.



MEDIA TRAINING SKILLS

PRESENTATION SKILLS: PUBLIC SPEAKING

This course is aimed at those who are required to deliver interactive, interesting presentations to a diverse audience. The course covers how to understand and engage your audience effectively, how to achieve your delivery goals and to understand 'what good looks like'. This course is filled with practical workshops which are filmed for later review, aimed to challenge, and hone your skills, working within a collaborative and supportive environment.

Up to 10 participants. This is a 1-day course.

TV PRESENTATION SKILLS

This course is designed for C-suite executives, senior leaders, ministers and ambassadors who are either required to present live on television or be interviewed by professional journalists and crews. It provides the opportunity to practice presenting in our professional TV studio, working with teleprompters and to experience both friendly and hostile questioning scenarios. This course can be personalised to cover particular situations or interviewing formats.

Up to 3 participants. This is a 1-day course and can be delivered 1:1 on a half or full day format.

We can include:

Professional 'Down the Line' (remote) Interview Techniques

Professional Radio Interview Techniques

Crisis Communications: Coping with Doorstepping

Professional Presentation Skills for Live Stream

MEDIA TRAINING SKILLS

CONDUCTING PROFESSIONAL MEDIA INTERVIEWS (INTERVIEWER)

Many companies are finding that their leaders need to produce professional quality interviews, or pieces to camera, to be distributed across the business or to outside agencies.

This course will educate your team in how to record professional quality interviews on a smartphone, including interviewee setting, lighting and audio considerations. Attendees consider interview research and interview planning to produce best outcomes. Practical workshop sessions allow participants to work on their new skills in a collaborate and supportive environment

Up to 6 participants. This is a 1-day course – can be delivered 1:1 on a half / full day format.



MENTAL HEALTH

MENTAL HEALTH IN THE WORKPLACE

Our qualified mental health first aiders, run a short course to enhance the mental health support of your teams and colleagues within the workplace. Hybrid working and post pandemic office environments bring their own mental health challenges, and this one-day course provides some practical workshops in how best to support a workforce which is both remote and office-based. **Up to 8 participants. This is a 1-day course.**



TEAMBUILDING EXPERIENCES

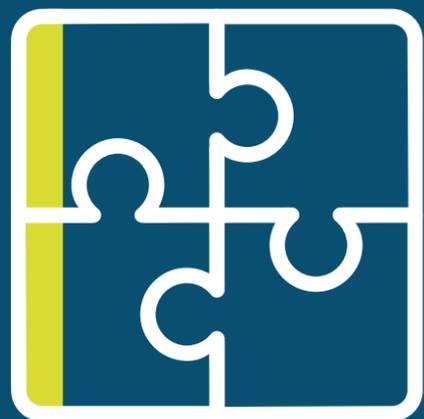
TV STUDIO EXPERIENCE

Team-building exercises are the foundation of a healthy workforce and our professional, fully equipped TV studio, provides a hands on, practical and fun day. Teams will learn how to communicate clearly; creating and planning the content and production values of their own show. The day ends with the filming of a live show, using professional cameras, sound desks and lighting rigs, creating a positive, collaborative experience for the whole team.

The day can be fully structured to your requirements and tailored to incorporate specific skills into the tasks.

This course takes place in our professional TV Studio, located 25 minutes from London Marylebone and with free on-site car parking.

Up to 10 participants. This is a 1-day course.





CLIENT TESTIMONIALS

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

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





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Contact:
June.MacMahon@bfbs.com