

Enterprising Women Network Meeting November 8th, 2011

A B2B network for female business owners



Tuesday November 8th 7pm to 9pm Fitzpatrick's Castle Hotel, Killiney

Topic:

Venturing into Video - the pros and cons for business

Guest Speaker:

Caroline Murphy, Avondale Media Services

www.avondalemediaservices.ie

More and more websites, Facebook pages and LinkedIn profiles are featuring video clips. People are popping up all over the place talking about themselves and what they offer. Should you be doing it too?

This evening, broadcaster and psychologist Caroline Murphy looks at the pros and cons of using video on company websites.

Using examples of good and bad practice, she will discuss:

- Why make a video
- How to think through what a video should contain
- The basics to be aware of when going for DIY

She will also demonstrate how to shoot a basic 'talking head' clip.

Caroline Murphy is a natural communicator - entertaining, witty and warm. She is also a highly-skilled organisational psychologist who draws on her considerable broadcasting and journalism skills to deliver presentations which are informative, provocative and very much to the point. She is currently best known as presenter of 'It Says in the Papers' on **Morning Ireland**, but her long broadcasting career included stints presenting TV and Radio programmes, as well as managing some of RTE's biggest programmes and projects such as 'The Sunday Game' and 'Sydney 2000'.

Caroline took this experience into further education and, in 2005, completed a Master's degree in Social and Organisational Psychology at UCD. She is now working as a web video producer and communications consultant. Her particular areas of expertise and interest are web video profiles, communication, employee engagement, business writing, and of course, media and presentation skills

Caroline is a sought-after speaker on the subject of what actually happens when people think they are communicating, only to discover later that 'What I thought I said, does not seem to be what they think they heard!'

Agenda:

7:00pm	Open Networking
7:30pm	Introductions
7:45pm	Video Workshop Caroline Murphy 'Venturing into Video - the pros and cons for business'
9:00pm	Finish

Email: angela@dlrceb.ie to book your place. Guests are welcome