



About your tutors

FRANCES DREDGE - Communications

Journalist Frances Dredge runs the Purple Pear Consultancy, specialising in communications, publishing and training. From senior positions for the likes of Dow Jones and BAA. Frances now runs a variety of training courses and will publish a second book on effective communication in 2009.

RICHARD HUGHES - MA Digital Interactive Media, Apple-accredited trainer

Richard runs his own successful production company, Silk Purse Creations and edits extensively for film and TV, including credits for BBC, ITV and Discovery HD. www.spcreations.tv, www.fcpedit.com. Richard is a Subject Leader and lecturer at Ravensbourne College of Design and Communication.

DAVID THOMAS - Finance and Marketing

David Thomas runs David Thomas Media, providing expert consultancy and training in finance, marketing, and dealing with the media. David is a highly experienced broadcaster and manager, involved in the media industries and online production for 25 years.

SKILLSET CAREERS ADVISORS - CV and Careers Advice

Skillset Careers is the specialist careers information, advice and guidance (IAG) service for the creative media industries. A range of specialist Skillset Careers Advisors, who have worked within the media provide structured advice, training and information.

BECTU members receive a 50% on a further one-to-one careers advice session with an advisor. For further information: www.skillset.org/careers

How to apply

Contact Lesley Burt, Training Administrator – lburt@bectu.org.uk or phone 020 7346 0920, stating your name, contact details, occupation and which course you would like to do. **PLEASE DO NOT SEND ANY MONEY UNTIL REQUESTED.**

- Please let us know if you object to be kept on a waiting list.
- We also send regular course bulletins by email. Make sure we have your email - send to membership@bectu.org.uk
- Fees quoted apply to BECTU members only. Non-members may join BECTU to become eligible for discount. To join BECTU, call 020 7346 0900 or visit www.bectu.org.uk
- Please note: freelancers are entitled to claim training back against tax. Contact BECTU for further details.
- BECTU has negotiated discounts with other major providers of training. Please see website for details.
- Courses are subsidised with help from the Union Learning Fund.



Check out our website to find out more www.bectu.org.uk

BECTU Head Office: 373-377 Clapham Road, London SW9 9BT

Going Far?

BECTU can help you choose the right road to develop your career in the media, theatre and live events with our exciting range of courses for 2009.

Courses 2009



BECTU
BROADCASTING
ENTERTAINMENT
CINEMATOGRAPH &
THEATRE UNION

BECTU - the media and entertainment union

Our aim

Being a BECTU member, you're already part of a huge community with plenty of back-up. We want to give you a few more advantages in the tough entertainment world by offering you top quality training at reasonable rates that can help you develop your career, whichever road you take. We're always here for help and advice, suggestions for courses, events and requests for training. Check out our new website www.bectu.org.uk

FINANCE

Finance for Freelances

Creating a secure financial footing for your freelance career, particularly in difficult economic times, will leave you free to concentrate on being brilliant! This one-day course shows you how to keep within the regulations while making the most of your finances - with a comprehensive look at the tax system, National Insurance, cash flow planning, accounting,

budgeting, VAT, and more. Included in the subsidised fee are simple downloadable accounting spreadsheets and access to follow-up individual advice through David Thomas Media. For new and existing freelancers.

"Empowering - after 10 years as a freelance I finally have an idea of how to run a business."

Course attendee,
Autumn 2008

Cost: £40

*Tutor: David Thomas, David Thomas Media.
(see back for details)*

MARKETING YOURSELF

NEW COURSE! Marketing Yourself: from Cold Calls to Websites

You may have the talent to be the best in your business, but how is anyone to know?! Getting the message across, making vital contacts and presenting your offer is essential as a freelance,

whether you're starting or needing a kick-start. The course will cover: identifying your offer, approaching key clients and naming and branding. The afternoon will address setting up a website - DIY or get in a professional?, creating a user profile, web addresses, construction, content and publicity. We all recognize the power of marketing, particularly within the media, so learn how to get YOUR message across.

Cost: £30

Tutor: David Thomas, David Thomas Media.

Effective CV Writing

Word of mouth and networking are key ways to make opportunities, but if your CV doesn't back you up with evidence of talent and experience, you'll probably miss out on your dream job. You will be taken through the essential elements of what makes a powerful CV; style, format, how to use technology to your advantage. Participants will reassess their own CV throughout the course with one-to-one feedback, and will aim to produce a version of your CV with wow factor!

Cost: FREE

*Tutor: Specialist Media Careers Advisors,
Skillset Careers.*

COMMUNICATION

Presentation and Pitching

"Some people are just natural communicators. You've either got it or you haven't." This course debunks that myth - everyone can improve their communication and therefore their impact on others by learning some simple skills. This course is for anyone who needs to make a presentation, deal

"Great to be able to present an idea for the first time"

Pitching course
student,
August 2008

with interviews or pitch for work. It covers: setting objectives, assessing your audience, improving delivery style, body language, voice tips and overcoming nerves. Through theory, exercises and practical

"Thank you. I've certainly learnt tons from the last couple of BECTU courses I've attended." BECTU member, Spring 2009

demonstrations, you will work on and deliver your own presentation in a supportive and constructive atmosphere.

Cost: £30

*Tutor: Frances Dredge, Purple Pear Consultancy.
(see back for details)*

NEW COURSE! Networking and Communication

A vital and enjoyable part of developing your career as a freelance can be a nightmare for some and an unwise approach can harm your prospects with those you most want to work with. Again, it is often assumed to be something we are born with, but this course helps you to learn simple skills and techniques to identify key contacts, events and places, cultivate effective relationships in person and online, identify appropriate approaches, overcoming barriers and operate in sensitive situations. This course aims to help to build confidence in establishing your creative network through theory, practice, and some fun role play.

Cost: £30

Tutor: Frances Dredge, Purple Pear Consultancy.

EDITING

Final Cut Pro 6 - Introduction

An intensive two-day introduction to this high-performance editing software. On this hands-on course, you will learn to perform basic editing functions and become familiar with the user interface. Learn to capture footage, edit, add and manipulate sound, music, colouring, graphics encoding and basic DVD authoring. Required: basic computing skills.

Cost: £180

Final Cut Pro 6 - Intermediate

This two-day course takes you beyond the basics to really explore the creative possibilities offered by this software. Including colour correction, basic compositing, media management and motion effects. Students are welcome to bring media and use their own

"Excellent course. Excellent tutor. I've learnt so much!"
BECTU member,
Spring 2009

projects to work on during the course. Required: working knowledge of Final Cut Pro or completion of a recognised introductory Final Cut Pro course (including the Introductory course at BECTU)

Cost: £200

Adobe After Effects - Introduction

An introduction to the fundamentals of this popular video effects software - from becoming familiar with the interface to creating title sequences with masks and making simple but effective animations. The session will consist of interactive practical projects that will develop your confidence in creating exciting video effects. Required: basic computer skills, experience of Macs not necessary.

Cost: £90

DVD Studio Pro - Introduction

This hands-on course guides students through most aspects of DVD authoring, from initial storyboarding to burning and replication. Students will learn how to create exciting MPEG 2 video with Compressor as well as create eye-popping motion menus directly in DVD Studio Pro. Students will also author a DVD by creating buttons, interactive links, slideshows and playlists.

Cost: £90

NEW COURSE! Apple Accredited Final Cut Pro

Run in association with Ravensbourne College of Design and Communication. This two-day course at Ravensbourne College will be run specifically for BECTU members who have completed the Introductory FCP course and will run on demand. This course offers a more detailed journey through the software and will work towards equipping you with the skills to pass the examination at the end of the course, which will give you certified accreditation from Apple.

Cost: TBA

*Tutor for all Editing/Mac courses: Richard Hughes, Ravensbourne College, Silk Purse Creations
(see back for details).*

Career Development Courses 2009

Date/s	Duration	Fee
FINANCE FOR FREELANCES		
23 January	1 day	£40
22 May	1 day	£40
9 November	1 day	£40
MARKETING YOURSELF: FROM COLD CALLS TO WEBSITES		
27 March	1 day	£30
18 September	1 day	£30
EFFECTIVE CV WRITING		
20 February	1 day	FREE
10 August	1 day	FREE
PRESENTATION AND PITCHING		
20 April	1 day	£30
NETWORKING AND COMMUNICATION		
25 August	1 day	£30
EDITING		
Final Cut Pro – Introduction		
23/24 February	2 days	£180
27/28 July	2 days	£180
30 November/1 December	2 days	£180
Final Cut Pro – Intermediate		
18/19 May	2 days	£200
28/29 September	2 days	£200
After Effects		
29 June	1 day	£90
DVD Studio Pro		
7 December	1 day	£90

Career Development Courses 2009

All courses take place at BECTU offices, 373-377 Clapham Road, London SW9 9BT.



All courses courses run from 10am – 5pm with one hour for lunch.

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