



EQUIPTT QUICK START GUIDE

Educational Video



What is it?

- Instructional content delivered as a video usually via the internet.
- Can be a basic recording of a webinar or heavily edited and produced.



Resources Needed

- Strong production and editorial teams.
- Plan for distribution to the target audience.
- Equipment: camera(s), microphone, lights, etc.
- Ability to include accessibility features (e.g., subtitles, interpreters).



Considerations

- Know your budget.
- Identify purpose (training/education; information sharing; self help).
- Determine learning objectives.
- Be creative – including text, graphics, or other video clips is more engaging than just a talking head.
- Maximum duration: 90 minutes.



Pros

- Can be viewed on demand, on the viewer's schedule.
- Can look more polished/professional than a live webinar.
- Can avoid technical glitches, like slow internet speeds.
- Can be watched repeatedly.
- Potential to reach larger audience.



Cons

- Less engaging and interactive than a webinar.
- No opportunity for real-time feedback or Q&A.
- Can require more resources, skills, and tools to produce, edit, and distribute.



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