



# AHP REGIONAL WORKSHOP LEXINGTON

October 7, 2019 ~ 8:45 am to 4:00 pm

The Club at UK's Spindletop Hall, Lexington, Kentucky

## Video Best Practices for Equine Brands and Media

*Professional tips on creating and producing visual storytelling for editorial content and promotion*

### Who Should Attend

This workshop is for AHP members who want to improve their skills in videography. The program is designed for amateur videographers, amateur/professional photographers, and staff who currently produce or plan to produce multimedia for the equine media industry or an equine-related business or personal service.

### What the Workshop Covers

- Getting Started
- DIY or In-House Production Tips
- Advice from a Professional Videographer
- Visual Storytelling for Editorial Content and Promotion

### About the Speaker: Scott Moore

As a Photojournalist in TV news, SCOTT MOORE learned to act fast and move quick. There was always an unplanned event, a deadline and a competitor. He covered the story of people during their greatest moment and many at their loneliest tragedy. Moore learned how to tell a story in less than 90 seconds. That's the most he ever got. Through workshops, seminars and practice every day, he learned how to use natural sound, visual composition and editing techniques to tell a story.

After 10 years in TV news, Moore had become a visual storyteller. He could recognize characters, understood pacing, and knew how to edit well. He was ready to accept a new challenge.

Moore became Broadcast Branch Manager at the Kentucky Department of Fish & Wildlife where for 11 and a half years he shot, edited and produced hunting, fishing and conservation stories for America's longest-running outdoor TV program, "Kentucky Afield TV." He was given more time to tell stories, and he became a better storyteller.

After 25 years and over 40 awards in broadcasting, Moore is now his own boss. Today, you'll find him doing the same thing as always, telling someone else's story. He believes that everyone has a story to tell, but they need someone to help them do it and that is what he does for those who need his expertise as a videographer. His recent clients include the hilarious Bluegrass duo, the Moron Brothers, a weekly documentary for Protection Dog Sales, a provider of family protection dogs; Curious Edge, SHYFT Strategies, and R6 Counter Assaults. His passion for his craft and sharing his knowledge with others are the reasons he has conducted seminars for both beginners and professionals on videography.

Living in Kentucky, Moore is accustomed to working around horses. In his news days, he covered the Kentucky Derby many times. He has also worked for the Breeders Cup News Feed and covered events at the Kentucky Horse Park and Keeneland sales. "Breeding stories, retired Derby horse stories, and even horse vet stories; at the end of the day, telling a story is telling a story," says Moore.



# One-Day Workshop Schedule

**8:15 am Registration**

**8:45 am Welcome**

**9:00 am Getting Started**

- Defining the video's target audience
- What's your mission? tell a story, educate, promote a product, etc.

**9:15 am DIY or In-House Production Tips**

- Equipment: Camera, phone, editing software, microphone
- Going solo or team effort
- Editing
- Music: resources, licensing, free
- Audio: recorded, live host, voice overs
- Timeframe: start to finish
- Live clips or still shots
- When to outsource
- Q&A welcomed and encouraged

**10:30 am Beverage Break** (15 minutes)

**10:45 am Advice from a Videography Pro**

- Techniques
- Timing
- Animation, special effects
- B-roll
- Length: short or long
- Quality: sound, visuals
- Equipment do's and don'ts
- Q&A welcome and encouraged

**12:00 pm Networking Lunch Buffet** – Yount Suite

**1:00 pm Visual Storytelling**

- Professional tips on creating and producing visual storytelling for editorial content and promotion.
- Discover secrets of filming a 90-second video.
- Learn how to produce a high-end documentary or magazine feature
- See examples of video clips of what works and what doesn't and why

**2:00 pm Beverage Break** (15 minutes)

**2:15 pm Virtual Storytelling** *continued*

**3:15 pm Wrap Up & Open Q&A**

**THE VENUE:**

**THE CLUB AT UK'S SPINDLETOP HALL**

The history of Spindletop Hall is interesting and horse-related. After her husband, Miles Frank Yount's death, Mildred (Pansy) Yount chose Kentucky as the place she would start anew with her stable of American Saddlebred horses. Established in 1935, construction of Spindletop Hall took two years to complete at a cost of one million dollars. Mrs. Yount deemed the house to be a showplace of Kentucky, a modern mansion of classical architecture. For additional information on the history of Spindletop Hall, visit <https://www.spindletophall.org/history>

The AHP Regional Workshop will be held on the second floor in the Manion and Yount Suites.

**The Club at UK's Spindletop Hall is located at:  
3414 Iron Works Pike, Lexington, KY 40511.  
Parking is complimentary.**

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**REGISTRATION**

(available to AHP members only and their staff)

**PREPAID REGISTRATION ONLY**

No onsite registration.

**Early Registration Fee \$85**

Available to the first 25 registrants paid on or before Sept. 13, 2019

**Standard Registration Fee \$95**

Over 25 registrants or paid after Sept. 13, 2019  
Registration limited to 40 attendees.  
First come, first served.

**[Register online](#)** *(member login required)*

**REGISTRATION DEADLINE: OCTOBER 1, 2019**

**DIRECT QUESTIONS TO: JUDY LINCOLN**

**AHP REGIONAL WORKSHOP CHAIRMAN**

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