



performersgoonline.eu



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Performers Go Online

**Performing artists learn
how to create audiovisual material
from home and promote it online**

The project

Performers Go Online

The new Erasmus+ project to support and equip performing artists with the essential skills for filmmaking and online self-promotion.

Aims

It aims to train creative professionals, specifically performing artists, in the audio-visual technical area regarding in-home production of artistic contents, create teaching materials on how to promote their work and get in touch with different stakeholders in the European cultural sector.

Objectives

To overcome the lack of basics on filmmaking and digital marketing skills of performing artists.

To help performing artists keep being professionally active from their homes, even when they are unemployed or on hold.

To provide the basics in film equipment, lighting design, sound recording, video editing and storytelling while at the same time taking into account the limitations of a filmmaker in a low budget setting.

To develop a set of methods, techniques and tips on how to properly advertise an audio-visual creation and how to successfully interact with audience and potential buyers.

Performers Go Online offers:

Performing Digitally E-learning Course, containing the basics of filmmaking such as camera use, lighting, sound recording, video editing and principles of storytelling, all within the "diy" (do it yourself) mindset.

40-hour training course tested over 3 months to 30 participants from France, Spain, Greece, Germany and Italy, facilitated by trainers who are experts in filmmaking and digital marketing.

4 webinars addressed to course participants to present the e-course, answer questions and guide them, foster team building and engagement.

Promoting Digitally E-learning Course, including information about social media and YouTube promotion, pitching of content to cultural institutions, tips on how to create a promotional short in a "homemade" style, and about platforms where the content can be exhibited.

40-hour test training delivered over 3 months facilitated by trainers who are experts in filmmaking and digital marketing.

Publications of artists' "homemade" videos on YouTube channel.

