EDUVO
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AI VIDEO MASTERY

From Idea to Impact
Create AI-Powered Promotional Videos in Just 1 Day



- Plan Your Concept
- Write Scripts & Storyboards
- Generate AI Videos
- Edit & Publish

KEY OUTCOMES

By the end of this 1-day hands-on training, you will be able to:

- Create Scroll-Stopping Promotional Videos in Minutes
- Reduce Video Production Time & Cost with AI
- Launch Marketing Campaigns Faster
- Create More Content with Fewer Resources
- Build In-House AI Video Capability

CREATE VIDEOS FOR ANY BUSINESS



PRODUCT PROMOTION | BRAND CAMPAIGNS | FOOD & BEVERAGE | SOCIAL MEDIA CONTENT | AND MORE...

1 DAY
HANDS-ON COURSE

9:00 AM – 5:00 PM
(including breaks and lunch)

IN-HOUSE CORPORATE CLASS
(Customised for your organisation)

IN-HOUSE CORPORATE CLASS
RM10,500

HRD CORP CLAIMABLE
REGISTERED HRD CORP TRAINING PROVIDER

ENQUIRE NOW

Keith@eduvo.com.my

- Practical Hands-On Training
- Use Real AI Tools
- Create Your Own Promotional Video
- Business-Focused and Ready to Apply

Course Title: AI Video Mastery

Course Code: [AI-003-PCORP]
Programme Type: Instructor-Led Physical / Classroom Training / In House Corporate
Duration: 1 Day
Training Time: 9:00 AM – 5:00 PM
Total Training Hours: 7 Hours
Level: Beginner to Intermediate
Training Approach: Practical, Hands-On & Workplace Application-Based
Fee: HRDC: RM10,500
Details: 100% HRD-Claimable; 1 main trainer + facilitator
Pre-requisites: ChatGPT (Go/Plus), Laptop, AI Video Platform Account (Inclusive in the course fee)

Testimonials



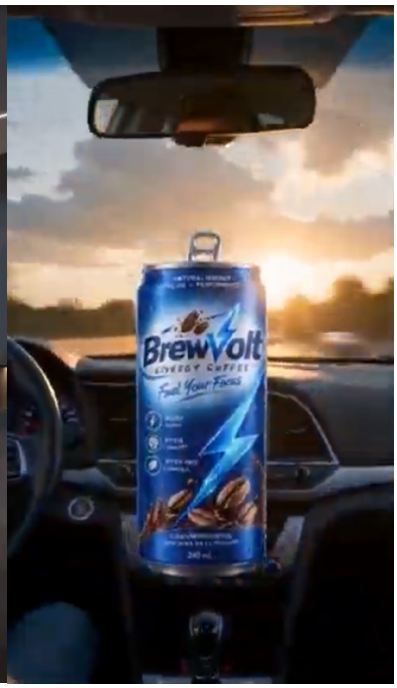




Participants Video Outcome







Target Participants

Marketing professionals, content creators, sales and business development teams, corporate communications personnel, brand and product managers, SME owners, entrepreneurs, HR professionals, managers, and executives who want to use AI to create effective promotional videos quickly and efficiently.

Course overview

This practical, hands-on programme equips participants with the skills to plan, create and publish AI-generated promotional videos. Participants will learn how to transform a marketing idea into a compelling short-form video using AI tools, from developing a

creative brief and writing effective prompts to generating video clips and preparing the final video for social media.

By the end of the programme, participants will have worked on their own product, service or campaign idea and produced an AI-assisted promotional video.

Course Objectives

The course aims to equip participants to:

1. Understand how AI video generation supports digital marketing and content creation.
2. Develop a clear marketing concept and creative brief for a product, service or campaign.
3. Apply effective AI prompting techniques to generate engaging short-form video content.
4. Create promotional scripts, storyboards and shot plans using AI.
5. Generate, evaluate and refine AI video clips for marketing purposes.
6. Apply basic editing to refine videos.

Key Learning Outcomes

Upon completing this programme, participants will be able to:

1. Develop an AI video marketing concept
2. Identify a target audience, unique selling proposition, key marketing message and call to action for a selected product or campaign.
3. Apply AI video prompting techniques
4. Write structured prompts using appropriate subjects, visual styles, camera movements, lighting and reference images.
5. Create scripts and storyboards
6. Develop a 10–15-second promotional video script, three-scene storyboard and individual shot prompts.
7. Generate and refine AI video clips

Detailed module structure

Module 1 · 45 minutes

AI Video Marketing Strategy & Creative Brief

Define the marketing purpose before generating videos.

Key topics: Customer persona, USP, brand voice, campaign objective, target platform, video message and call to action (CTA).

Hands-on: Participants choose an existing product or service, or brainstorm a new promotional campaign idea.

Module 2 · 60 minutes

AI Video Fundamentals & Prompt Engineering

Combine the essential technical concepts with practical prompting.

Key topics: Short-form video structure, hooks, aspect ratios, camera movements, lighting, text-to-video versus image-to-video, reference images and prompt anatomy.

Hands-on: Improve a weak video prompt and prepare a five-second test-clip prompt.

Module 3 · 45 minutes

AI Scriptwriting, Storyboarding

Turn the creative brief into a production-ready plan.

Key topics: Hook-benefit-CTA structure, scripts, voiceovers, three-scene storyboards, scene timing, shot lists, master prompts and visual continuity.

Hands-on: Produce a 10–15-second promotional video script, three-scene storyboard and individual shot prompts.

Module 4 · 150 minutes

AI Video Generation Lab

Generate, evaluate and refine AI video clips.

Key topics: Platform settings, shot planning, product reference images, clip generation, motion and composition, product accuracy, prompt iteration and visual consistency.

Hands-on: Generate two versions of a scene, compare the results and refine the selected version. Generate the remaining scenes for the final video.

Module 5 · 30 minutes

AI Video Editing, Q&A & Wrap up

Key topics

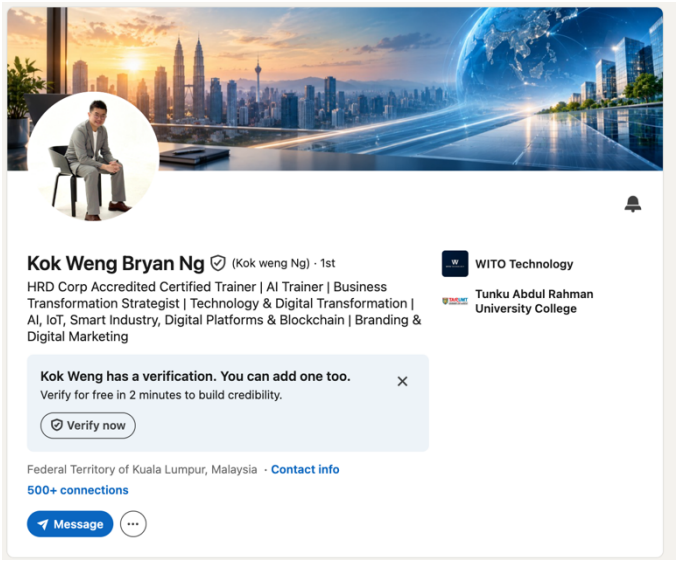
- Video editing: Clip sequencing, transitions and captions.
- Brand optimisation: Logos, music, voiceovers and CTA screens.
- Publishing: Platform export settings and aspect ratios.
- Responsible AI: Copyright, content accuracy and ethical use.

Agenda

Time	Module / Activity	Duration
9:00–9:15 AM	Introduction	15 min
9:15–9:30 AM	Ice Breaking	15 min
9:30-10:15AM	Module 1: AI Video Marketing Strategy & Creative Brief	45 min
10:15–10:30 AM	Morning break	15 min
10:30–11:15 AM	Module 2: AI Video Fundamentals & Prompt Engineering	45 min
11:15-12:00PM	Module 3: AI Scriptwriting & Storyboarding	45 min
12:00–1:00 PM	Lunch Break	60 min
1:00–3:00 PM	Module 4: AI Video Generation Lab	120 min
3:00–3:15 PM	Afternoon break	15 min
3:15-4:30 PM	Module 4: AI Video Generation Lab	75 min
4:30–5:00 PM	Module 5: AI Video Editing, Q&A & Wrap-Up	30 min

Trainer Profile





Bryan Ng is a technology entrepreneur and AI Business Transformation Strategist with more than 20 years of experience helping organisations redesign business processes, accelerate digital transformation and adopt AI.

Highlights

- Founder of Digital Transformation Companies
- HRD Accredited Certified Trainer
- AI Strategist
- Branding & Marketing Specialist
- Technology Entrepreneur
- Digital Transformation Advisor
- Photographer