

EVERYTHING YOU WANTED TO KNOW ABOUT CORPORATE SCRIPTWRITING

BUT DIDN'T KNOW WHO TO ASK

In this complete introduction and overview of Corporate Scriptwriting, you will gain a practical and down-to-earth understanding of the art and the mechanics of writing for corporate and educational audiences. It reveals the various scriptwriting techniques and formats as they apply to creating effective audio, video and other multimedia productions.

Your team will learn how to develop and create scripts to convey the project's message as well as engage the viewer and/or listener attention to learn the information presented to them.

Topics Covered Include:

- Corporate Production Categories
 - Internal Training
 - External Training
 - Sales / Marketing
 - Public Relations
 - Formal Classroom Educational Support
- Story Structure
 - Script Structure - the building blocks
 - "The Hook" & "The Message"
 - How to sharpen the edge of your story with great dialogue
 - Using the most powerful dramatic principles to tell your story effectively.

- Writing Techniques
 - Structure
 - Research
 - Treatment or Outline
 - Client & Management Conference
 - Budgeting & Resources
 - Media Applications
 - Video
 - Slides
 - PowerPoint, etc.
 - Audio
 - Film
 - Internet
 - Formatting options, tips & software
- Making Your Script Great
 - Final touches that add Quality & Energy

About the Instructor

George Flynn is well known in Colorado, not only for his own creativity, talent and sense of humor as a Writer/Director, but also for his remarkable ability for enlightening others on the highroads, pitfalls and inner workings of the corporate and entertainment industries. Since 1988 Mr. Flynn has taught for the **University of Colorado/Denver, Arvada Center for the Arts, Colorado Film School, Red Rocks Community College, Aims Community College** and **U. S. Air Force.**

As a professional **Actor/Writer/Director** and **Radio Personality** with over 30 years of experience in **New York & Denver**, his many clients have included: *AT&T, Colorel Blinds, Integrity Financial Solutions, Clarion Hotels, MCI/Sprint, Current Inc., CD-Rom Inc., Zenith, Cellular One, Hanna-Barbera, Turner Ent., Putnam/Berkley, United Artists Ent.*

He has served as President and Vice President of the **Colorado Film & Video Association**, and is President of **LionHawk Communications.**

**SIGN YOUR TEAM
UP FOR THE CORPORATE
SCRIPTWRITING CLASS!**

**GROUP TUITION
\$1,750**

FOR UP TO 10 STUDENTS

**Course Includes:
CORPORATE SCRIPTWRITING
REFERENCE WORKBOOK**

**ADDITIONAL STUDENTS
\$175 EACH**

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