



Crafting Digital Stories

Introduction to Google Vids and AI tools to generate videos

1 Day Training



COURSE OVERVIEW

This course equips corporate teams with AI-powered tools and techniques to create cost-effective, engaging, and professional-quality digital content for enhanced communication, marketing, and training.

COURSE OBJECTIVE

- Use AI tools to create engaging videos.
- Learn digital storytelling for communication and marketing.
- Produce and edit professional-quality video content.

RECOMMENDED FOR

Strategy, communication, development, content, sales personnel

COURSE HIGHLIGHTS



Hands-on with Google Vids and other AI tools



Create viral and explainer videos.



Personalized feedback on video projects.



www.matrixc.com



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Course Outline

1

Welcome & Introduction

- Overview of course objectives and tools (Google Vids, Suno.AI)
- Importance of digital storytelling

2

Google Vids Overview & Hands-On Activity

- Introduction to Google Vids and its features
- Hands-On Activity: Create a 30-second personal introduction video

3

Suno.AI Overview & Soundtrack Creation

- Introduction to Suno.AI for music generation
- Hands-On Activity: Generate a custom soundtrack and integrate it into the video

4

Understanding Viral Content

- Key principles of creating viral content
- Group Discussion: Analyze examples of viral videos

5

Explainer Videos Overview

- Introduction to explainer videos: purpose, structure, and key components
- Scriptwriting Activity: Write a script for a 60-120 second explainer video

For course customization and further discussion, feel free to reach out to us at marketing@matrixc.com

Course Outline

6

Hands-On Activity: Create an Explainer Video

- Use Google Vids to create a 60-120 second explainer video

7

Editing Techniques & Finalizing Videos

- Tips on professional video editing: transitions, text overlays, pacing
- Hands-On Activity: Finalize the explainer video

8

Video Presentation & Feedback

- Participants present their videos
- Group feedback and discussion

9

Closing Remarks

- Recap of the day's learnings
- Q&A session

Trainer Profile

Azhan Bin Abdullah Director / Lead Trainer, MatrixC Academy



Azhan Abdullah is an accomplished IT Director and seasoned trainer with over two decades of experience in cloud platform implementation, business intelligence, digital storytelling, and dashboard training. Having worked extensively in both the government and banking sectors, Azhan's expertise spans large-scale automation projects, data integration, and process optimization. His unique approach to training focuses on real-world use cases, offering participants practical insights drawn from his years of managing high-impact projects across industries.

Azhan specializes in training professionals to use AI-powered tools like Google Vids and Suno.AI to enhance corporate communication, marketing, and training initiatives. In addition, he provides comprehensive dashboard training, teaching teams how to leverage data visualization and storytelling for enhanced decision-making and project tracking. With a focus on hands-on learning and practical application, Azhan empowers organizations to produce engaging, professional-quality content and optimize internal processes, driving both operational efficiency and brand visibility.

