

MOBILVIDEO
SHOOT. EDIT. SHARE.

COURSES · WORKSHOPS · PROGRAMMES

Make video part of your everyday work

Learn to plan, shoot, edit and share videos using the phone you already have, and save time with AI.

On-site · Live online · Self-paced online
with 12 months of access

Thomas Dahl Nordlund

Course brochure

01 / YOUR INSTRUCTOR

Meet Thomas Dahl Nordlund

Mobile video specialist, communications adviser and owner of MOBILVIDEO.dk.



A broad background in communications strategy

Thomas has taught mobile video since 2014 and has been teaching full-time since 2019. He has trained and advised more than 2,000 participants and also teaches at DMJX and Kforum.

Communication comes first

With over 20 years in communications and PR, including responsibility for international communications and PR at Royal Greenland, Thomas connects practical video skills with your audience, message and business goals.

The training is practical and informal. You will develop a simple workflow and become more confident both behind and in front of the camera.

02 / THE COURSE PACKAGE

From first idea to finished video

Support before, during and after the course.

Before the course · Planning around your work

We agree on your goals, the participants' skill level, suitable formats and the editing app. You receive the agenda and preparation materials at least four working days before the course.

During the course · Learn by doing

Around 80% of the workshop is hands-on. You practise planning, filming, editing and sharing with your own phones and real stories from your organisation.

After the course · Support to keep going

The on-site package includes online refresher materials, lifetime personal support from Thomas and lifetime access to MOBILVIDEO's LinkedIn network. The self-paced online course includes 12 months of access and support.

Options with the on-site package

Get 25% off follow-up mobile video courses and a 50% discount code for online courses when purchased at the same time. Your quote sets out the terms.



03 / BUILT AROUND YOUR GOALS

Tailored to your team

A course focused on the skills that will make the biggest difference to your work.

20 years of experience applied to your work

Drawing on 20 years as a communications strategist and marketing manager, Thomas helps you decide where training can make the biggest difference. He adapts the course to your goals, experience and daily work.

We start with what you need

Who do you want to reach? What should your videos help you achieve? What is holding you back today? Together, we identify the skills your team needs most.

When strategy is the priority

We focus on audiences, messages, video formats and channels. You prioritise stories and plan videos that support your communications and marketing goals.

When editing is the priority

We spend more time on editing and building an efficient workflow in your chosen app. You practise cutting clips, working with sound, text and graphics, and preparing videos for publication.

When AI is the priority

We focus on AI tools that fit your work, from developing ideas and scripts to creating captions, translations and avatar videos. You learn where the tools can save time and how to check the results.

The right balance for your organisation

Combine strategy, video production and AI. We adapt the content and exercises to the tasks your team needs to tackle.

04 / CHOOSING YOUR TOOLS

The right tools for your team

CapCut, Edits, Adobe Premiere or Clipsk. We start with your needs.

CapCut, Edits and Adobe Premiere

CapCut offers a range of creative editing tools on iPhone and Android. Meta’s Edits is another option for mobile video and social content. Adobe Premiere is also an option for editing and refining your videos. We choose the software and course content based on your experience and the work you need to do.

Clipsk · A European option with shared branding

Developed in Sweden for iPhone and iPad, Clipsk offers central control of design assets and captioning, helping teams produce videos in a consistent visual style. It also gives IT teams a European software option.

Three questions before we choose

1. Which phones or computers will your team use?
2. What are your IT team’s requirements for apps and data?
3. How consistent should your videos look?

Your IT or data protection team can review the proposed setup, including cloud services, AI features and how the software handles data, including for European providers.

MOBILVIDEO.dk distributes Clipsk in Denmark. Software licences and any extras are agreed separately.

05 / ON-SITE COURSE

Mobile video at your workplace

For teams that want to learn together and use video in their daily work.

Format and price

3–6 hours at your workplace. Example price for 10 participants is DKK 3,000 per person excluding VAT, or DKK 30,000 excluding VAT for the group.

What you will work on

Go from idea, audience and script to camera settings, framing, lighting and sound. Then edit your footage, add text, your logo and suitable effects, and prepare the video for sharing.

What you take away

A workflow you can use on future projects, practical experience filming and editing, and more confidence telling a story on camera.

Built around your projects

Work on product videos, interviews, recruitment, internal communications or how-to videos. We agree on the content and editing app based on your goals and experience.



You typically provide the venue and refreshments. Participants use their own phones. Your quote covers pricing for other group sizes, travel, licences and other terms.

06 / ONLINE COURSES

Two ways to learn online

Choose live training or a self-paced online course with 12 months of access.

Live on Zoom · 3–5 hours

Train together and ask questions as you go, wherever your colleagues are based. Learn mobile video from planning through to editing and sharing. We agree on the content, app and group size. For 10 participants, the price is DKK 1,500 per person excluding VAT, or DKK 15,000 excluding VAT in total.

Self-paced CapCut · 12 months of access

Learn online on your own schedule. Follow more than 15 ad-free video tutorials and written guides in Danish. The course suits beginners and more experienced users who want to revisit lessons whenever they need them.

What you will learn

Edit, format, caption and export video. Work with templates, animations, transitions and relevant AI features.

DKK 1,194 total, including VAT

12 payments of DKK 99.50 including VAT. Payments stop automatically after the 12th instalment. Includes a 15-minute expert consultation and one year of support.

Use your iPhone or Android phone to edit and watch the lessons on a computer, tablet or second phone. The course starts with the free version of CapCut. Some features may cost extra.

07 / VIDEOJOURNEY

Make video a regular part of work

A longer programme for organisations that want to keep practising and producing.

From training to a repeatable workflow

VideoJourney combines strategy, hands-on training and ongoing feedback. You work on real videos throughout the programme and review how to fit production into your regular work.

4–10 sessions over 1–12 months

We tailor the programme to your needs. Each group has 1–10 participants, with training at your workplace and personal support throughout.

What a session can include

Feedback on recent videos, a new topic, hands-on production and planning your next videos. You can also explore AI for ideas, scripts and captions.

What your organisation gains

More colleagues can share their knowledge through video. You build routines, produce more consistently and develop a shared vocabulary for video. Participants receive a certificate.

Example price · DKK 60,000 excluding VAT

This example covers four training days at DKK 15,000 per day excluding VAT. We agree on the final scope and price. Licence costs depend on the app and group size.

08 / NEW COURSE · AI AVATAR VIDEO

From text to a talking avatar

Create videos for your intranet and marketing without stepping in front of a camera.

Who is it for?

Communications, HR and marketing teams that want to make videos without filming a spokesperson or learning conventional video editing.

What you will work on

Turn a message into a short script, choose a ready-made or AI-generated avatar, and adjust its voice, language and delivery. Build simple scenes, add your logo and captions, and revise the script to generate a new version in a tool such as HeyGen. Voice and captions are available in more than 100 languages, helping you reuse content across markets.

What you take away

A short avatar video and a workflow you can reuse for welcome messages, onboarding, internal news, product presentations and marketing.

No filming or editing experience required

With a ready-made or AI-generated avatar, nobody needs to be filmed. Creating a personal digital likeness can require an initial recording and consent. You work with scripts, templates and AI generation.

Quality and credibility

Check pronunciation, facts and visuals. Consider how to label AI-generated content clearly, what rights you need and how to handle company information.

Tailored course · Price and duration by agreement

Available on-site or live online. We agree on software and any usage credits separately. Bring a computer and access to the chosen tool.

09 / STRATEGY COURSE

AI and video strategy

Review your videos across channels and use what you learn to support sales and revenue.

Start with the business

Which customers do you want to reach, and what should they do after watching? We start with your business strategy and choose a specific objective, such as generating more qualified enquiries or supporting sales conversations.

Use AI to spot gaps and opportunities

Use AI to review selected videos from channels such as your website, LinkedIn and YouTube. Compare topics, formats and messages with your available metrics. Assess which patterns the numbers support and where data is missing.

Turn the analysis into a video strategy

Decide what to improve, reuse or produce. Build a plan for audiences, messages, channels and formats. Choose how to track results such as clicks, enquiries or sales.

Combine strategy with practical training

Pair this course with a hands-on mobile video workshop to plan, film and edit the first videos on your priority list.

Tailored course · Scope and price by agreement

Bring your business objectives, selected videos and any channel data you can access.

10 / CUSTOMER FEEDBACK

What customers say

Selected excerpts translated from Danish.

> “I learned how to get my message across quickly and easily […]”
>
> **Kristian Hougaard Frederiksen**
> Consultant, Confederation of Danish Industry (DI)

> “Hands-on training focused on making a good video at your own location.”
>
> **Bo Hammer Pedersen**
> COO, Aviatec ApS

> “[…] I could see everyone’s eyes light up.”
>
> **Jesper Gude**
> Head of Hillerød Music School

> “Thomas makes mobile video simple without oversimplifying it.”
>
> **Bjørn Kock Lærdal**
> Communications Lead, Silkeborg Forsyning

> “[…] a live demo that made it easy to understand and follow the process from filming to the finished edit.”
>
> **Rene Nielsen**
> IT Developer and Partner, Lumant ApS

> “The section on professional camera work and editing rhythm was particularly inspiring for students and teachers alike.”
>
> **Rikke Dahl Nødskov Jensen**
> Teacher, Handelsskolen Turøgade

11 / CHOOSE YOUR COURSE

Find the right course

Consider how you learn best and what you want to use video for.

At your workplace
Hands-on training for your team
3–6 hours
DKK 3,000 per participant*

Live online
Training and discussion from any location
3–5 hours
DKK 1,500 per participant*

Self-paced CapCut online
Learn online on your own schedule
12 months of access
DKK 1,194 incl. VAT

VideoJourney
Ongoing training and new routines
1–12 months
Example price DKK 60,000*

AI avatar video
From script to video without filming
Scope by agreement
Request a quote

AI and video strategy
From video analysis to a sales and marketing plan
Scope by agreement
Request a quote

* On-site and Zoom rates exclude VAT and apply to groups of 10. The VideoJourney example excludes VAT and covers four training days. Your quote sets out software licences and other terms.

Let’s talk about your next video

Tell us your goals, group size and preferred course format. We will suggest the content and tools and put together a quote.

+45 20 99 65 98

thomas@mobilvideo.dk
Danish company reg. no. 26515556 · www.mobilvideo.dk