

Reel RETREAT

**SOCIAL
CONTENT
RETREATS**

September 18-21 2025

Pre-Retreat

- Pre-work sessions, 12 – 1:30 pm (recordings posted afterward)
- Tuesday, Aug 19: Brand blueprint, organizing goals & introductions
- Tuesday, Aug 26: Content outlines & scripting/storyboarding
- Tuesday, Sept 2: Packing & preparing for retreat

Thursday

- Arrivals 3 pm and after
- Lay of land: touring locations & prioritizing production
- Audience Accelerator: targeting & engaging your audience
- Reel Bites: lighting & framing
- Dinner
- Story spark: igniting narrative ideas

Friday

- Breakfast watch party
- Reel Bites: pick a process (SOPs, batching, getting ready)
- First location filming
- Lunch & first stand-up
- Reel Bites: production tools (AI, editing, graphics, scheduling)
- Posting first videos
- Dinner & debrief
- Reel Bites: get in the groove, routine-ization
- Story spark: fireside round-robin

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Saturday

- Breakfast watch party
- Reel bites: activating your audience through hooks, calls to action, inviting conversation
- Second location filming
- Lunch & stand-up
- Reel bites: the extras (movement, B-roll, captioning, interviewing, music, special effects)
- Production
- Dinner & debrief
- Reel Bites: elevate engagement (response time, polls, trolls, preparing for public relations nightmares)
- Story spark: improv games

Sunday

- Breakfast & first metrics review
- Reel Bites: repurpose, remix, cross-posting,
- Third location filming
- Reel Bites: keeping the promise to yourself, your business, your audience
- Wrap-up & next steps
- 12 pm departures

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Post-Retreat

- Post-work session, 12 - 1:30 pm (recordings posted afterward)
- Tuesday, October 7: Check-in & what's next

Key

- Reel Bites = 15-20 min micro-learning sessions
- Stand-up = recap what happened, what's next, where you're stuck
- Story spark = gather fireside to generate content ideas