

ReSkill &UpSkill

PROGRAMME

1 Hour Webinars



NFTS

NATIONAL
FILM AND
TELEVISION
SCHOOL

Prime Video has partnered with the National Film and Television School to support the reskilling and upskilling of TV freelancers across all regions, roles, departments, and genres.

If you're looking to build a portfolio career, we are offering FREE courses in TV adjacent industries, including podcasting, digital, AI, gaming, branded, social, project management and lots more.

<https://nfts.co.uk/tv-freelancers-reskill-upskill-programme>

Tuesday 4th to Tuesday 25th November

TUESDAY 4TH NOV

13.00 – 14.00

Social Media Strategies for Maximum Growth

Jenny Novitzky

Take an exciting dive into the world of social media content and learn why knowing your audience is essential when managing multiple platforms.

From Instagram and Facebook, to TikTok, YouTube and beyond, you'll gain practical tips and expert insight on how to create your own effective social media posts, and explore why tone, growth and engagement are unique to every production.

Jenny Novitsky brings her experience gleaned from creating content for some of the UK's best-loved shows (*Bake Off*, *Sewing Bee*, *Pottery Throw Down*).

THURSDAY 6TH NOV

19.00 – 20.00

Start Your Own Profitable YouTube Channel on a Budget

Michelle Barrett

Michelle believes anyone with TV experience can replicate her success: *"We are adaptable. The most important step is simply to start."*

In this session, she shares how to build a thriving online business—covering everything from gaining testimonials to achieving 250,000+ YouTube views while using platforms in the most cost-effective way.

A stylist and costume designer for stars like Katy Perry, Emma Thompson, and Will Poulter, Michelle successfully moved her 23-year career online through *Capsule Closet Stylist* during lockdown.

TUESDAY 11TH NOV

13.00 – 14.00

Using AI in TV Production

Colin Byrne

Where will we be in six months if AI technology continues to accelerate at its current pace?

This session explores how AI can become a valuable tool in freelance production, while addressing the vital ethical and moral debates surrounding its use. We'll also examine which AI models are currently shaping the TV industry and how they're applied.

UK-based producer and AI creative lead, Colin Byrne, has pioneered full-scale generative AI workflows for major UK production houses.

WEDNESDAY 12TH NOV

13.30 – 14.30

Unlocking the Power of a Portfolio Career

Perjit Aujla

Have you ever wondered how to turn your passions, skills, and creativity into a fulfilling, multi-path career? Programme maker, trainer, and entrepreneur Perjit Aujla has done just that—building a vibrant portfolio career spanning television, training, and entrepreneurship.

Join Perjit in conversation with **Donna Taberer** (Consultant, Prime Video Pathway) for an inspiring discussion on making the leap into training, balancing creativity with business, and continually evolving a career. Expect real-world insights, practical tips, and honest reflections on the portfolio career journey.

Tuesday 4th to Tuesday 25th November

THURSDAY 13TH NOV

20.00 – 21.00

Breaking into Branded Content

Tom Pegg

Where do you start when moving from TV into the fast-growing world of branded and digital content?

This session explores the key differences between TV and branded content, how to pitch effectively to clients, and learn what they really want.

With a strong background in both broadcast and digital, Tom shares his journey from series producing to brand consultancy, creating campaigns for major clients including Havas, BMB/Cylndr, and Coolr—plus achieving over 10 million views on a single TikTok post, a record for his agency at the time!

TUESDAY 18TH NOV

13.00 – 14.00

Join the Game: Turning Your Skills into a Gaming Career

Delyth Thomas

With the UK's video game industry valued at £7.82 billion, it's a thriving creative space with many roles comparable to TV.

Award-winning director, Delyth Thomas shares how she's harnessed her extensive film and TV experience to now work across multiple fields — from directing drama and corporate animation, to AR and video games (the latest of which being *Venom*). This session explores how TV professionals can transfer their skills, get noticed, network effectively, and build versatile careers across entertainment and gaming.

THURSDAY 20TH NOV

19.00 – 20.00

Moving into Campaigns

Jo Ralling

If you're looking for inspiration to move beyond TV, this webinar is for you.

Jo, a passionate Media & Campaigns Executive across broadcast, digital, and print, shares how she transitioned from CEO of Jamie Oliver's company to leading national campaigns like *SUGAR SMART*, managing high-profile footballers, and challenging government policy through food and poverty charities.

Having played a pivotal role in shaping food education and policy, Jo exemplifies how TV skills can powerfully translate into meaningful advocacy work.

TUESDAY 25TH NOV

14.30 – 15.30

Translating TV Industry Skills into Executive Coaching Success

Lara Akeju

Join us for an uplifting conversation with Lara Akeju, whose journey has taken her from senior creative roles at Channel 4 and ITV to a successful career as an Executive Coach.

After years of shaping stories on screen, Lara chose to write a new chapter—one focused on helping others unlock their potential. But what does it really take to make such a leap? In this session we will explore the turning point that inspired Lara's career change, the practical steps and training that made it possible and provide tips for anyone exploring a similar path.

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