

Commencement of Applications for the First Cohort of Short Video Professional Seminar (with Work Opportunities) Free Tuition for Project Assignments—Become a Short Video Creator in One Month

VECTOR INC. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman, and CEO: Keiji Nishie; TSE Prime market: 6058; hereafter, “VECTOR”) will launch in October 2025 a hands-on educational program specialized in short videos, the main battlefield of social media marketing, titled Short Video Professional Seminar (with Work Opportunities). Recruitment for the first cohort began on September 17.

In this program, top creators who generate millions of views and consultants active at the forefront of PR provide direct guidance. Participants comprehensively acquire skills ranging from planning, filming, editing, distribution, to management. For those who take charge of VECTOR projects after graduation, the full tuition fee (¥150,000) will be waived.



In recent years, short videos—particularly on platforms such as TikTok and Instagram Reels—have come to exert a significant influence on consumer behavior and trend formation. Regardless of brand recognition, content that is “entertaining” or “useful” spreads instantly, driving product sellouts and increased service usage.

In this environment, the demand for talent with the ability to “move people through video,” whether at companies or as individuals, is rapidly expanding. Leveraging the expertise and achievements in PR cultivated to date, VECTOR is launching this seminar with the aim of developing immediately effective video talent.

■ Features of the Short Video Professional Seminar (with Work Opportunities) Program

- **Direct guidance from active top creators:** Learn the expertise for generating millions of views.
- **Practical curriculum:** Acquire comprehensive skills from video planning to account management.
- **Free tuition with project participation:** Tuition fees are fully waived for graduates who participate in actual projects.
- **Flexible learning environment:** Complete 10 lectures in approximately one month, held offline

on Tuesdays and Thursdays.

VECTOR will provide a Short Video Professional Seminar (with Work Opportunities) as a learning platform open to all, cultivating talent with the power to move people through video, and contributing such talent to society.

■ Program Schedule Overview

- **Lecture period:**

Tuesday, October 21, 2025 – Thursday, November 27, 2025

- **Lecture format:**

Held offline every Tuesday and Thursday

- **Application period:**

Wednesday, September 17, 2025 – Friday, October 3, 2025

- **Venue:**

Studio facility at VECTOR INC.

Address: Akasaka Garden City 16th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan

- **Application for Short Video Professional Seminar (with Work Opportunities):**

<https://forms.gle/7DYR7Cd8FYzAP1636> (in Japanese only)

Participation will officially begin after completion of the selection process following application.

- **Tuition fee:**

¥150,000 (excluding tax)

Tuition will be waived for those who, upon graduation, take on actual video production projects as creators affiliated with VECTOR.

■ Skills Acquired at Short Video Professional Seminar (with Work Opportunities)

- **Production Skills**

- **Planning ability:** Idea generation methods for creating viral content
- **Filming skills:** Utilizing both smartphones and professional equipment
- **Editing skills:** Editing techniques specialized for short videos, including captions and music integration

- **Distribution and Management Skills**

- **Social media amplification:** Effective posting methods based on understanding algorithms
- **Account management:** Strategies and improvement cycles for building a fan base
- **Analytical ability:** Improving based on views and engagement metrics

- **Practical skills**

- **Project response ability:** Hands-on experience by working on actual brand projects as immediately effective talent
- **Trend creation ability:** Generating buzz and moving people to action

■ Short Video Professional Seminar (with Work Opportunities) Curriculum

Session 1	Tuesday, October 21	What Are Short Videos
Session 2	Thursday, October 23	Research on Short Video Trends
Session 3	Tuesday, October 28	Practical Workshop on Planning
Session 4	Thursday, October 30	Filming – Basics
Session 5	Tuesday, November 4	Filming – Applied
Session 6	Thursday, November 6	Editing – Basics
Session 7	Tuesday, November 11	Editing – Applied
Session 8	Thursday, November 13	Video Production & Feedback (1)
Session 9	Tuesday, November 18	Video Production & Feedback (2)
Session 10	Thursday, November 27	Graduation Project Presentation

■ **Contact Information**

For inquiries regarding details or other questions, please feel free to contact us at the following. A representative will respond to your inquiry personally.

Short Video Professional Seminar (with Work Opportunities) inquiry desk

Email: shortdogadaigaku@vectorinc.co.jp

Overview of VECTOR INC.

Company name: VECTOR INC.

Address: Akasaka Garden City 18th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Established: March 30, 1993

Representative: Keiji Nishie

Share capital: ¥3,038 million (as of February 28, 2025)

Business description: PR services, press release distribution, video release distribution, direct marketing, media services, HRTech business, digital marketing, startup investment business, and others

URL: <https://vectorinc.co.jp/en>

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