

## How to Film Your Annual Meeting Video Submission

Thank you for contributing your time to our Annual Meeting! We are excited about the opportunity to feature your business and share the lessons you have learned from the past year.

There are two main options for how you should film your video: by yourself with your webcam, or with a helper from a distance. There are pluses and minuses for both, but for what it's worth, we recommend using a colleague and a tripod following the guidance provided below.

### To film from a distance:

*This option is better if you would rather film yourself standing, or have someone else film you. These tips assume you are filming on a smartphone camera. [Video Link for visual learners](#). We encourage you to include your branding in the shot, either on the wall behind you, or on your person (branded apparel, nametags, etc. Just no hats please).*

- **Film in landscape mode**, please! If we receive vertical videos, they will need to be re-shot, because they will not work with the overall presentation.
- **Keep it steady:** Whoever is holding the camera should stay as steady as possible. The key thing is to use both hands, and lock your elbows into your body for extra stability. If a tripod is available, use it!
- **Face a light source:** If you have an obvious light source near you (like a window), be sure to always keep it in front of you, not behind you.
- **Fill the frame with the subject:** Make sure there is some space around the person, but not too much. We want people watching on their phones to be able to recognize you! You can also put him or her or it slightly off-center to create a more visually interesting scene. Just play around and see what looks best.
- **Manually set exposure and focus:** Not all smartphone apps do this, but try pressing and holding on an area of the screen to activate the AE/AF Lock function. With a smartphone, the most important is the AE (Auto Exposure) Lock because you don't want the smartphone to keep changing the exposure while you're filming. Manually setting the focus is great when you want to get close to an object, and you need to tell the camera to focus on a particular area.
- **Film somewhere quiet:** Smartphone mics are omnidirectional, meaning they will pick up sound from all around you. Make sure you are somewhere quiet while recording, and have the person recording as close to you as possible while still getting a well-composed shot. This will give the cleanest audio. If you are recording outside, try to stay out of the wind, and film on a calm day.
- Once you have recorded your video, **use your favorite filesharing app (Dropbox, WeTransfer, Google Drive)** to share it with us in file type **.mp4**. If possible, **h. 264 format is preferred**.
- We will share the final cut with you before the whole video goes live, so you will be able to see how it turned out.

### To film with your webcam:

*This option is great if you are filming by yourself, or if you have a good background behind your desk. We encourage you to include your branding in the shot, either on the wall behind you, or on your person (branded apparel, nametags, etc. Just no hats please).*

- First, determine what, if any, software you will use to record your video. Most laptops have a recording option in them already, but if you would like to have a chance to edit your own video, [check out this list of options](#). Some of the ones linked will allow you to edit the video yourself, to get rid of any awkward moments at the beginning or end, or any mistakes in the script. If you do not want to do this, we are more than happy to handle it for you!
- Second, follow these tips to make your video the best it can be ([link to video](#) for the visual learners):
  - **Raise your camera to your eyeline:** Ideally, you want the lens of your webcam to be level with your eyeline (or even slightly above it). Chances are, you've got a stack of books around, or even an old box — place your laptop on top, make some adjustments, and you should be good to go!
  - **Adjust your framing:** Position yourself about an arm's length away from the screen, and make sure you leave a bit of space between the top of your hair and the top of the frame. In the video world, this space is called “headroom.”
  - **Face a light source:** If you have an obvious light source near you (like a window), be sure to always keep it in front of you, not behind you. If you don't have a window, or if you're shooting at night, don't just rely on the overhead lights in your office. If you happen to have an external monitor, place it right behind your laptop, and use it as a light source — a white background or zooming in on a white image will work best.
  - **Clean up your background:** This one seems intuitive, but it's easy to forget. Offices can get messy, and sometimes your coworkers leave old food behind. Don't distract your audience with clutter in the frame. A quick cleanup can do wonders.
  - **Be mindful of your audio:** Audio can be tricky, especially if you've got an open office plan, but try your best to distance yourself from any background noise. If you truly can't escape the brouhaha, then plug in some headphones with a built-in microphone. With the mic closer to your mouth, your voice should cut through the noise more clearly.
  - If you are concerned about **how to look your best on camera**, [follow these tips](#).
- Once you have recorded your video, upload it to [our Google Drive folder](#) in file type **.mp4**. If possible, **h. 264 format is preferred**.
- We will share the final cut with you before the whole video goes live, so you will be able to see how it turned out.