

SPEAKER SELFIE – VIDEO BRIEF

We want to feature our speakers and give them an opportunity to present their sessions to the audience. As if speaking to a live audience, we encourage all our speakers to show us their personality; however, to position the videos as part of a series, we've created a checklist / guidelines to serve as a starting point.

Checklist:

- **Length of the video:** 30 – 60 seconds
- **Format:** MP4
- **Orientation:** Landscape
- **Background:** Blank light coloured wall (White, light Grey, Beige) or your natural office environment
- **Lighting** – if using artificial lighting, place it in front of you or face where the light is coming through
- **Content to cover:**
 - Introduce yourself
 - Introduce the topic of your session
 - Where will you be speaking (event name, dates / times)
 - Why you are excited about the being at the event
 - Why should people attend your session and the event as a whole
- **Things to avoid:**
 - We encourage restraint from directly promoting your business
 - Avoid excessive editing and animations
 - Avoid recording the video yourself – use a tripod / get someone else to hold the camera
- **Sound:**
 - Record in a quiet environment / room
 - Use a microphone where possible
 - Speak clearly

Once recorded, replay your video to make sure you're happy with it and send it over to us.