speakermarketingsuccess

Record a Promotional Video

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Prepare for the Video

Clarify the purpose of the video → Identify a location → [Optional] Locate background images or video for green screen → Prepare script for the video → Determine need for autocue → Prepare equipment

Equipment Checklist

Record the Video

Arrive on location & set up gear → Test & adjust all lighting & gear → Record a test segment & adjust levels → Record the video → Upload video & edit instructions to **Raw Video** folder

Work with SMS Team to Publish the Video

Advise SMS team of new task with ideal delivery deadline → Wait → Review acknowledgement from SMS team → Action required? — Yes → Provide clear instruction to SMS team → Wait

Action required? — No → Double-check video → Approved? — No → Provide clear instruction to SMS team

Approved? — Yes → Advise SMS team of approval → Wait → Receive link to video → Publish video → Your Video is Live

Could be:
• Wistia
• Vimeo
• YouTube
• Website