

SHOW WHAT YOU DO!



I. “Follow me video” - promote a specific job/position

Why produce videos for GED18?

Video is a powerful medium for getting key messages across to large audiences, and with over 6 billion hours of video being watched on YouTube every month, YouTube is at the very centre of this visual trend that has experienced exponential growth in recent years. It is interesting to note that, on average, 90% of information transmitted to the brain is visual information.

Why “follow me videos”?

The exhibition industry is still not very well known among students and almost never mentioned as a potential career path. With “follow me videos”, we can show what it really is that we do in our industry and how multifaceted the career opportunities within the exhibition industry are.

Some examples for a 2-minute video:

- Young professionals speaking to students about what they do all day at work: What does it mean to be a project manager of a fashion show? To be a MarComs assistant for a venue? What is the role of a hall manager?
- Senior professionals sharing a typical day at work: “Follow the CEO”

At the same time, creating a “follow me video” offers you the opportunity to promote your employees, your company and your company’s working culture.

Who is the target audience for our videos?

- Students who have not yet decided which industry they would like to start working in
- Students who are planning their next internship and are wondering where the most exciting place for them may be

Some sample videos showcasing job profiles:

- AEO: Working in events ([English](#))
- Nuernbergmesse: CEO interview about why exhibitions are a great fit for young professionals ([German](#))
- Messe Muenchen: Facility Management ([German](#))
- Messe Stuttgart: Apprenticeship ([German](#))
- Koelnmesse: Project management for exhibitions abroad ([German](#))

All of these videos are available on www.ufi.tv: playlist “working in the exhibition industry”.

II. Creating a Video

A video is a unique method of communication that can be used to captivate an audience, and today we all possess the power to make slick-looking videos using something as common as a smartphone. Here are our top tips for creating engaging content for your video:

Define your objectives and plan

What do you want to achieve with your video? What are your key messages? Are you interviewing someone? Are you featuring your workplace? Do you need audio? These are some of the main questions you need to ask yourself when planning a video. If you don't know what you want to say, you won't be able to make a compelling video. HINT: Remember, this isn't Hollywood – this is Global Exhibitions Day. A 2-minute video following one of your employees could be more effective than a Blockbuster.

Who is your audience?

A big part of planning your video is thinking about who your audience is. Keep your video short and engaging. We suggest no more than 2 minutes!

When and where?

Think about when and where the filming of the video would be most appropriate for your objectives and your audience: During a regular working day in your office? Perhaps during one of your shows? Or even in your study room at home!

Conveying your message

If you are being interviewed during the video, prepare your responses in advance. They should be short 'soundbites' rather than long sentences. Make sure you have really thought about what you want to say and stay on message.

Upload your video

Once you've created your video, make sure you upload it to UFI's YouTube channel, or send the link to the UFI team ged@ufi.org and we will upload it for you. If you've made a video directly related to Global Exhibitions Day, make sure you tell us so it can be added to the Global Exhibitions Day playlist on www.ufi.tv.

Language

In order to speak to the majority of young talents, we encourage you to produce the video in English or with English subtitles.

III. Filming with your phone

These days, most of us have the possibility of making slick-looking videos using a smartphone. To make sure that you use maximise the potential of your video, we suggest that you pay special attention to:

Lights....

Lighting is hugely important when filming and will really make the difference between a film that looks poorly created and one that looks slick and professional. Choose a set that is quiet and simple - you don't want your viewers to be distracted from what you are saying. Use natural lighting in a room and bring in free-standing lights, such as lamps or desktop lights, to even out any shadows. Always make sure that the person on camera is facing the light.

Camera...

Your phone is the camera, which means you need to have very steady hands. You can use two hands or a selfie stick. But to ensure no movement whatsoever, you can invest in a low-cost tripod specifically designed for phones.

Sound...

If you can't hear your subject clearly, then the video is not going to properly transmit your messages.

Make sure that your subject speaks slowly, clearly and faces the camera.

Alternatively, there are microphones available for purchase that are designed for filming with a smartphone.

Final checks....

Make sure you:

- Enable flight mode to stop any disruptions
- Clean the camera lens
- Frame your shot by making sure you and your background are level
- Check your audio, you want to make sure there are no background noises that can disturb your audio
- Do a test run

Action!

It is advisable to shoot in landscape, or horizontal, mode, not vertical. Vertical videos on phones leave two black stripes down the sides of a screen, which do not look professional. However, if you feel more comfortable holding your phone vertically, there are apps which will adjust the video so that the black stripes do not appear.

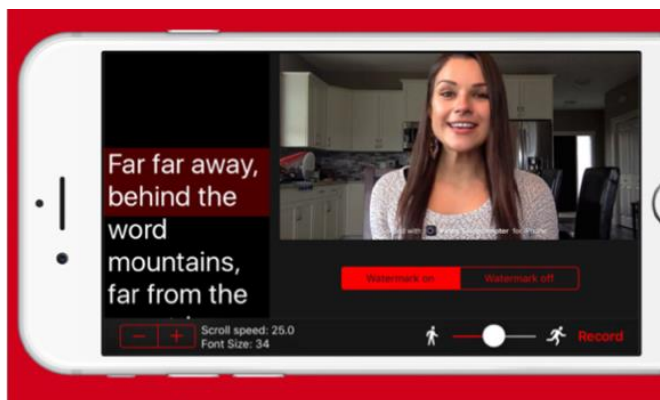
For more hints and tips...

Search for how to film a professional iPhone or Android video on YouTube. There are thousands of tutorials out there with great hints and tips about how to make the most of filming a video using a smartphone.

IV. Filming Apps to support your project

Video Teleprompter

This app lets you read your script at the same time as recording your video using the front-facing camera. Video Teleprompter automatically scrolls your script, meaning that when you read your script you look straight at the camera rather than off-camera. The only downside is that there is a watermark in the corner when using the free version.



VivaVideo

VivaVideo is a free video editor and movie maker. You can create your video using a variety of editing tools, trim and merge video clips, enhance your video with various texts, FX, stickers, music, filters, transitions, live subtitles, slow and fast motion and reverse effects. The free version lets you create a low-res version up to a certain size, while the premium app lets you create a higher-quality video.

