

August 8, 2019

To our Professional Speakers:

It is with warm wishes that I welcome you to our PMINJ family in your role of speaker at our upcoming event. As we wish to maximize the attendance of our members and guests at your speaking engagement - you are requested to furnish a brief thirty to sixty second video for publishing on our YouTube channel (and other social media outlets) to advertise and *spread the word*. Thus, here are some speaker-specific guidelines to follow...

If you have a suitable pre-made video (professional or other) that sufficiently covers your topic - then please supply that file or downloadable link (free video transfer is available through www.wetransfer.com) for us to use. We can then edit and package your video for promotion.

If you find yourself *needing to record a new video from scratch*, please keep in mind the following concerns, **please read this in its entirety to avoid re-work...**

1. The purpose of the video is to *get folks interested in what you will be speaking about* so we get them to attend – it is about the topic itself – and as little else as possible. *Venue information and your qualifications will be added on-screen later* – so there is no need to speak about those things. Do not send us recorded slides as a video - people want to attach a face to your subject.

Cut right into your topic from the get-go... don't bother saying "Hi" or "Hi PMINJ" - you are not in a live conversation.

Try not to read from prepared notes - it usually comes off as robotic. I find that referencing a simple bullet list of talking points and just speaking off-the-cuff looks more genuine. Don't forget to smile! It's okay to submit 2-3 takes or retries in one shot if you are unsure - all the bad stuff will come out in the editing.

Avoid going into heavy background and qualifications... stick to

the topic of your talk. If you haven't grabbed your audience with your subject by the ten second mark, you will lose them.

Asking a question about your topic is a good way to start... then go on for about forty seconds or so... get folks interested and keyed up about your subject... then you can close out by saying "i'm so-and-so... I do this... and I'll be seeing you at PMINJs event soon." - something to that effect.

2. Video, even when shot via webcam or smartphone, can be very forgiving if you stick to a few simple rules...

Always film on the long horizontal axis (like on TV). Try to use as high a frame rate (like 60fps) and resolution (1080p) as possible. Do not send us tall selfie-style video as it will be rejected... it looks unprofessional! Please rotate your smartphone to film on the horizontal.

Make sure you are centered in the frame of the shot and make sure your camera is stabilized. Business-casual attire is usually most flattering.

Make sure there are no background elements that take away attention from you - including clutter and wall decorations. If you can, position a neutral background in back of you.

Make sure you are evenly lit and that the lighting is not too harsh nor too dark. Natural diffused light (in a solarium or windowed room) is usually the most flattering. Please avoid reflective surfaces (mirrors, eyeglasses) that may reflect lighting and glare.

3. Sound is an important element - nothing takes away from a well shot video more than lousy sound. Make sure your environment is as quiet as possible and that you can be heard clearly. Do not supply background music.
4. Do not do your own titling - PMINJ adds it's own titling to maintain consistency. But do supply us your title information...

how you want your name and credentials to appear, what the slug line underneath should say about you, and the title of your topic. Title space is limited, so be conservative and abbreviate where possible.

5. Please supply your video file to us via email, downloadable service (like wetransfer.com), or other [downloadable](#) link.

Examples of past speaker video work, as reference...

Here is a short 45 second spot of speaker Jimmy Godard – he is framed and lit well – and the background doesn't distract. He only submitted video - we added titles, fades, and the outro afterward. [This is a perfect example](#) of what we are looking for:

https://youtu.be/BTkD_FBneFg

Here is a great 2 minute video from speaker Matt Goerke. Matt's style and energy came through so well that I broke the 60 second rule because he was so good (he eventually used my edit for his website):

<https://youtu.be/c5QNRgaCmBw>

Here is speaker Jim Schneidmuller – his is a good example of a simply done video that is visually acceptable, both he and his topic comes through well, good audio, and its very to the point:

<https://youtu.be/SQREYHgqpR4>

I hope you have found this information informative - if you have any questions or concerns about your video, please feel free to reach out to me. I eagerly await your submissions!

Sincerely,

Steve Warnek, PMP, CSM, WGA
VP - Marketing, PMINJ

vp-marketing@pminj.org
(973) 464-8430 mobile