



College of Woodworking Knowledge™
Educational Seminar Program

SPEAKER VIDEO GUIDELINES

SUBMIT VIDEO BY FRIDAY, MAY 19

WHY FILM A SPEAKER VIDEO?

Speaker videos are a great way to promote your session along with your personality. It's also an easy way to gain exposure long before the AWFS®Fair. Attendees who access the video will have a better idea of the topic, material and your presentation style and will be more engaged and prepared to learn.

We will publish these videos on the [AWFS®Fair YouTube channel](#) and promote on our social media accounts ([Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)). The videos are also embedded into your session description on the AWFS®Fair [conference website](#).

PREPARING FOR YOUR VIDEO

First, develop a video script that includes:

- Your introduction (name, company, city/state)
- Your session title and a brief overview of the topic you'll be speaking about
- Three "take-aways" from the session. "In this session, you can expect to learn..."
- One topic-related tip a viewer can use right now. The tip or fact should be a specific piece of information from your session that attendees can use NOW in their business. It should be a preview of the information they will receive at the conference. Videos without a specific tip/fact will not be used.
- A closing with the date and time of your session.
- (If applicable) You may mention that you will also be exhibiting at the AWFS®Fair and your booth number.
- If you are presenting more than one session, please submit a separate video for each session to ensure that the content and tips are relevant to each session's audience.

(TIP: all of this information should align with/match the published seminar information. If you are unsure, please refer to the [conference program here](#).)

Sample video script:

"My name is Diane Shattuck from Gemini Coatings in El Reno, Oklahoma. I'm presenting a session on Finishing Techniques at the 2017 AWFS®Fair this July in Las Vegas, Nevada. This session is great for furniture makers and cabinetmakers in shops of all sizes. In my session I'll share common problems with finishing, causes and solutions or ways to prevent the problems. Here's a finishing tip you can use right now: _____. I'll have nine additional tips for you in Vegas this July, so be sure to add my session to your schedule, Finishing Techniques on Wednesday, July 19 from 9:30-11:00 a.m. My company, Gemini Coatings, is also exhibiting at the 2017 AWFS®Fair. Stop by our booth #5173 to learn more about our company and products. I'll see you in July at the 2017 AWFS®Fair!"

HOW TO FILM YOUR VIDEO

- Position yourself in a non-cluttered and quiet area. You may choose to film yourself in front of a “green screen.” Or you may want to film yourself in an office, garden, or in front of a building.
- Make sure the background doesn’t distract the viewer.
- Make sure there is a lot of natural or professionally placed lighting.
- Ensure that there is little or no background noise that may interfere with your voice.
- Remember to smile when talking and act natural.
- Speak slowly, clearly and deliberately. Keep in mind your voice may need to carry further if you are filming outside.
- Make sure to use the correct name of the event: **2017 AWFS®Fair**. While other members may refer to the event differently, this is the marketed and official name of the event.
- Keep your video under two minutes in length and [here is why](#).
- Do NOT make this a personal or company product pitch.
- If possible, display the name of your session and date/time using “lower thirds” or subtitles on the screen. We recommend only displaying this information at the beginning and end, so as to not distract from your video content.

SAMPLE VIDEOS

Here are a few videos from other conferences/speakers for inspiration:

1. https://youtu.be/U_Y4fzbq-Jg
2. <https://youtu.be/GvQG7x-q43U>
3. <https://youtu.be/68qU3uiCRR8>
4. <https://youtu.be/Tu2ZfdQECCo?list=PLaiGOzwJOuE-l1Ne8gOTZsUIRy4algd0g>

VIDEO REQUIREMENTS

1. Acceptable video formats include for YouTube include: **.MOV, .MPEG4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP and WebM.**
2. The maximum upload file size to our system is 100MB. If your file is larger than 100MB, please contact Adria for additional instructions.
3. Length: Under 2 minutes
4. Attire for video: Business/Professional
5. Background: If you are recording outside a studio, we ask that you scrutinize what will be in the background so the viewer focuses on your message not on what is behind you in the video. Be careful of how light switches or corners of pictures might stick out of the back of your head on an otherwise plain background.
6. Lighting: We recommend testing the background ahead of time.
7. Visuals: Keep the online video viewing size in mind if you decide to use any visuals.

Submit the completed video [via Dropbox here](#).

VIDEO USAGE

At our discretion, videos that do not abide by the guidelines above will not be used. Accepted videos will be added to the [AWFS®Fair](#) website, the AWFS Fair YouTube channel and uploaded to the [AWFS Fair Facebook page](#) and other social media accounts. We also reserve the right to include the video in other locations on AWFSFair.org and in email communications as topically appropriate. We will provide you with a link for you to add to your personal website. For maximum market value, submit your video by **Friday, May 19.**

If you have any questions or concerns, don't hesitate to contact me. Thank you in advance for your participation!

Adria Torrez
AWFS Education & Conference Director
(323) 215-0311 (direct)
adria@awfs.org