

SPEAKER VIDEO GUIDELINES

SUBMIT YOUR VIDEO ASAP – WE WILL PROMOTE AS WE RECEIVE THEM!

WHY PRODUCE A SPEAKER VIDEO?

Speaker videos are a great way to promote your session along with introducing you to our attendees. 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:

1. Your **introduction** (your name, company, city/state, etc)
2. Your **session title** and a **brief overview** of the topic you'll be speaking about
3. **Three "take-aways"** from the session. "In this session, you can expect to learn..."
4. **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.
5. A closing with the **date and time of your session**.
6. (If applicable) You may mention that you will also be exhibiting at the AWFS®Fair and your booth number.
7. 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.
8. (TIP: all of this information should align with/match the published seminar information. If you are unsure, please contact Adria or refer to the [conference program here](#).)

***AWFS Fair show dates: July 25-28, 2023**

***AWFS Fair Location: Las Vegas Convention Center West Hall, Las Vegas, NV**

***Event Website: AWFSFair.org**

SAMPLE VIDEOS

Here are a few videos from previous AWFS®Fair sessions for inspiration:

1. <https://youtu.be/3QjnpmxEEZw>
2. <https://youtu.be/GSgi214sEPk>
3. <https://youtu.be/k1GWpQ1sEgU>

...feel free to get creative with captioning, graphics/images, music, etc. if you feel comfortable!

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

SAMPLE VIDEO SCRIPT:

"My name is _____ from _____ in _____. I'm presenting a session
(your name) (company name) (city, state)
on _____ at the 2023 AWFS®Fair this July in Las Vegas, Nevada. This
(session title)
session is great for _____ in _____. In my session
(session level) (target audience) (shop size/s)
I'll share _____. Here's a tip you can use right now: _____. I'll
(brief description/teaser, max 30 sec) (one tip/takeaway, max 30 sec)
have _____ for you in Vegas this July, so be sure to add my session to
(more tips? resources? etc)
your schedule: _____ on _____, July __ from ____ to _____
(session title) (day) (date) (start time) (end time)
(am/pm). {{{IF APPLICABLE ->My company, _____, is also exhibiting at the 2023
(company name)
AWFS®Fair. Stop by our booth #_____ to learn more about our company and
(booth number)
products.}}} I'll see you this July in Las Vegas at the 2023 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: the **2023 AWFS®Fair**. While other members may refer to the event differently, this is the marketed and official name of the event.
 - *AWFS Fair show dates: **July 25-28, 2023**
 - *AWFS Fair Location: **Las Vegas Convention Center West Hall, Las Vegas, NV**
 - *Event Website: **AWFSFair.org**
- Keep your video under two minutes in length.
- 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.

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 your 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 **AS SOON AS POSSIBLE...WE WILL BEGIN PROMOTING IT ONCE WE RECEIVE IT SO THE SOONER THE BETTER!**

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

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