

How to Film Your YPO-Specific Video

The objective for submitting a video is to share with YPO members the expertise and take-home value you can add to their event and learning experience. This is an excellent way that you, as a potential YPO speaker, can showcase your unique value to a YPO-specific audience. The [Engage and Inspire](#) speaker guide is a helpful reference for speakers when preparing content for their YPO-specific video.

Here are some tips and guidance to review before you begin filming your video. If you still have questions, please contact ask@ypo.org. Thank you, and we look forward to receiving your video via the Speaker Profile form.

The three-minute rule, plus an overview

- Your recording should be no longer than three minutes.
- Any smartphone with video recording abilities can be used – professional videography is *not* required.
- Video conferencing platforms such as [Zoom](#) can also be used to record videos from your laptop.
- Begin your video by stating your name and your topic, and giving a brief introduction about yourself.
- Next, record your answers to the interview questions below.
- Please try to answer every question. Include specific details and examples from past events and programs.

Questions to answer in your video

- How your style differs from other thought leaders
- How you will tailor content that engages YPO members
- How your presentation delivery and content will be interactive and customized for premier business leaders
- The take-home value and impact you will have

Six tips for recording excellent video

1) Steady as she goes

If using your phone, try to keep the phone as steady as possible while recording. If possible, have someone else record the clip. If this is not possible, place your smartphone on a fixed surface while shooting.

Top Tip: You may prefer to use a video conferencing platform such as [Zoom](#) to record your video from your laptop.

2) Focusing

Most smartphones have auto-focus, but often tapping on the screen once before shooting will help even more to focus on the key subject in your image, you!



YPO

Learning

3) Don't hold it like a cell phone

Record the video with your smartphone in the *horizontal* position, not vertically. This will produce a much better video image. Think landscape, not portrait.

4) Lighting

Ensure there is enough lighting where you are recording your clip. The video will be higher quality with less grain.

5) Framing

Avoid shooting from a low angle. Recording from slightly above the eye line rather than straight on is best.

6) Listen

Sound quality plays a huge role in overall quality. Before shooting, listen for background noise like fans, air conditioners, traffic — and even pings from your computer if it's nearby — and try to reduce the ambient noise. If possible, use an external microphone, which will make a huge improvement in the sound quality (not a requirement, though).

Thank you for your participation and submitting your video.