

We're so grateful you're part of the *Proven Strategies for Planned Giving* Conference! Your insights and expertise will be invaluable, and we want to ensure your message reaches as many people as possible. To help us promote your session effectively, we'd love for you to record a brief promo video. Below are detailed guidelines to make the process smooth and ensure a polished final product.

VIDEO CONTENT GUIDELINES

Your video should be **20–45 seconds** long and include the following key elements:

- Introduction** – Start with a warm greeting and introduce yourself. Example: “*Hi, I’m [Your Name].*”
 - Conference Mention** – Clearly state that you are excited to speak at the *Proven Strategies for Planned Giving* Conference. Feel free to mention why this event is valuable to those attending. Example: “*I’m honored to be speaking at this year’s Proven Strategies for Planned Giving Conference because...*”
 - Topic Teaser** – Offer a short preview of what you’ll be discussing. Example: “*I’ll be sharing insights on [topic]—practical strategies to help you navigate [specific challenge or opportunity] in planned giving.*”
 - Encouragement** – Express enthusiasm and invite others to join. Example: “*I’d love for you to be part of this conversation. I hope to see you there!*”
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TECHNICAL & QUALITY GUIDELINES

To ensure a professional-looking video that is engaging and easy to watch, please follow these simple tips:

Recording Setup

📏 **Orientation:** Record your video **horizontally (landscape mode)** to ensure it displays well on all platforms.

📷 **Camera & Device:** A smartphone, webcam, or laptop camera is perfect—no professional equipment needed. Use the highest resolution available for the best quality. If using a smartphone, **use the back camera instead of the selfie camera** for better video quality.

📐 **Framing:** Position the camera at **eye level**, with your head and shoulders centered in the frame. Keep some space above your head to avoid looking cramped. If using a smartphone, **turn on the grid feature and align your eyes along the top horizontal line for a well-balanced shot**. Move closer to the camera rather than using digital zoom to maintain video quality.

Lighting & Background

💡 **Lighting:** Choose a **well-lit space** with soft, even lighting. Natural light works great, but avoid sitting directly in front of bright windows that could cause backlighting. If using artificial light, ensure it's placed in front of you to illuminate your face.

🗑️ **Background:** Choose a **tidy background free of distractions**. A simple bookshelf, office setting, or neutral wall works well. Avoid cluttered or overly personal spaces.

Audio & Environment

🎧 **Audio Quality:** Record in a **quiet space** to avoid background noise. If possible, use an external microphone or a good built-in mic. Speak clearly and at a natural pace.

🚫 **Avoid distractions:** Ensure pets, people, or unexpected noises won't interrupt your recording.

SUBMISSION DETAILS

🕒 **Deadline:** Submit your video by **Friday, April 24** so we have ample time to incorporate it into our promotions.

📧 **How to Submit:** Upload your completed video here
<https://barnabasfoundation.org/promotional-video/>.

We appreciate the time and effort you're putting into this. If you have any questions or need assistance, don't hesitate to reach out. We look forward to sharing your message and seeing you at PSPG!