

WeSpeak Global On-Demand Video: Preparing your video submission for review

Your Zoom video recording will be reviewed to assess whether your idea meets WeSpeak Global's quality standards.

This checklist is based on the review criteria and will help you plan for your video submission. The recording can be as concise as you'd like, and as long as you like



TECHNICAL SET UP

- ❑ Internet connection is strong and steady, providing lag-free audio and video
- ❑ Audio is easy to hear and understand, with no disruptive background noise
- ❑ Videography is skillful
 - ❑ Camera angle shows all elements of the experience
 - ❑ Lighting is good and clearly illuminates you and your environment
 - ❑ Everything in frame is camera ready (ex: clean, welcoming)



WHAT TO INCLUDE IN YOUR VIDEO

Personal introduction

- ❑ Communicate who you are (ex: name, location, occupation, etc.) and what your DinKEYnote is about.
- ❑ Establish your credibility (ex: share your background and explain or demonstrate your expertise in the activity)

Outline of the Topic or Theme

- ❑ Share the goal or purpose of the Keynote and what you hope businesses will get from it.
- ❑ Give a brief overview of what will happen during the Keynote
 - ❑ Include a clear structure, with an organized start, middle, and end
 - ❑ Have a plan for how you'll close the Keynote (ex: purchase a live Q&A with the Keynote, follow-up material, ways to connect on WeSpeak Global, etc.)

Video

- ❑ Talk about or present a few of the most interesting aspects of the topic (ex: stories or personal anecdotes, specific tips or tricks, special moments, or planned surprises, etc.)
 - ❑ If you're using props or supplies, they should be laid out in advance and easy to access



WeSPEAK

Next Step

- Send your video
 - Send your video via google docs or WeTransfer to content@hesketh-media.com as an mp4 file
 - This will be loaded to WeSpeak Global hidden channel and password protected
 - Title of Video
 - Video Introduction to this Keynote (minimum 3 minute intro is fine)
 - Include 300-500 word write up about your Video Keynote
 - Cover image size(300 x 300)
 - Take Away messages and who is it suited for (audience)
 - Fee to charge for video

THEN:

- Log in to your WeSpeak Global account and click “ADD A LISTING” from the menu tab drop down
 - Choose ADD A VIDEO from drop down list
 - Complete all the boxes
 - You can load your own Intro video or send it to us to load for you (just insert YouTube or Vimeo URL)
 - Click Submit
 - Content Creation team will then create the product and link this to your listing.
 - Fee for video - set your own fee
 - You receive 87% of the fee
 - 10% platform charges
 - 3% Stripe charges

The logo for WeSpeak, featuring the word "We" in a white script font and "SPEAK" in a white, bold, sans-serif font, both centered within a red circular background.