

You don't need fancy video equipment or a professional crew to make an impactful video for promoting your SRC. These tips and steps will guide you on how to create your message.

## WHY MAKE AN ORGANIZER VIDEO?

Industry studies and FASEB's own marketing research indicate that video content on social media and the web will create higher engagement and can be a driver behind higher registration numbers. Putting a face to an event can connect with an audience in a way that standard emails and social media posts with static images can't.

## 3 SCENARIOS FOR CREATING YOUR VIDEO

- Scenario 1: Engage with a colleague to hold your phone or camera to record video of you speaking to the audience. This is the preferred and most optimum method to record a promotional message.
- Scenario 2: Use your computer's camera to record a message from your desk.
- Scenario 3: Do the video selfie-style with your phone.



## IMPORTANT TIPS

- Make sure you're in a space where you have good lighting and there isn't a lot of background noise.
- Choose a neutral space such as an office, laboratory, or quiet lobby area.
- Speak clearly and concisely during your video.
- Keep your camera angle as level to your head as possible. *Never* position your camera so that viewers can see up your nose!
- If you work for a university or educational institution, engage with your internal communications and/or marketing staff for additional assistance and resource.
- If using your phone, you can often find cheap ring-lights, tripods or stands for recording video at retail stores like Five Below, Target, Ross, TJ Maxx, or Marshalls as well online from Amazon.

## WHAT SHOULD I TALK ABOUT IN MY VIDEO?

We recommend the following structure for your video:

1. Introduce yourself with your title and institution (optional: location).
2. Mention the title of your conference, the date, the venue, and the location.
3. While naming the other organizer(s), ask viewers to register and attend your conference, mentioning the following:
  - a. What your conference is all about including specific topics that will be covered
  - b. Keynote speaker(s) and their presentation(s)
  - c. Workshops such as Meet the Expert and career development panels
  - d. Encouraging those from historically excluded groups to attend
  - e. Request researchers to submit their abstracts by the deadline
  - f. Include information about potential award and funding opportunities
  - g. Early registration deadline
  - h. Ask viewers to learn more by clicking the link in the post or description.

## SAMPLE SCRIPT

In your promotional kit provided by FASEB, you will find a script tailored to your SRC. We ask that you review the script and make any changes you feel are necessary.

## MY VIDEO IS DONE - NOW WHAT?

Once you are satisfied with your video, please send your video to FASEB marketing staff via a filesharing service of your choice (ex: Dropbox, SharePoint, Google Drive).

Share with Marketing Manager Brandon Corbett at [bcorbett@faseb.org](mailto:bcorbett@faseb.org). Once your video is branded with FASEB SRC logos, we will send your video back to you. Now it's your turn: Upload to social media platforms including X/Twitter, LinkedIn, Instagram and YouTube. FASEB will also be sharing your video on our channels for maximum exposure.

### FASEB SRC Marketing & Communications Team

Our staff is here to provide you with the know-how you need to create a successful conference experience for your attendees. If you have any questions, please reach out to the person responsible for that marketing strategy or tactic:

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