

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. 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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