



TAPAUS

BRAND EXPERIENCES FOR THE WIN

Speaker pack - Zoom

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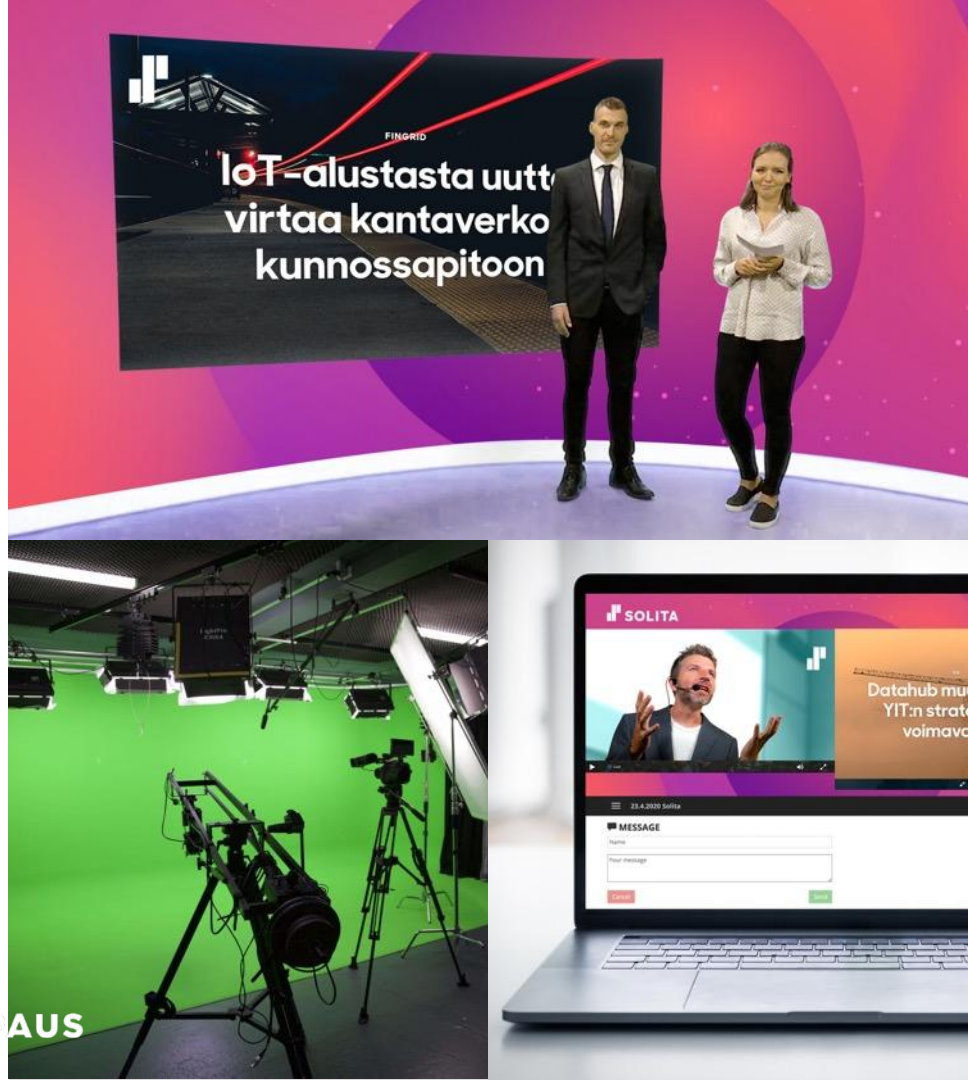
Before you record

- Make sure to have a light/white wall behind you
- Plants are welcome
- Make sure to have “Headroom”: space between the top of frame and the top of your head
- Make some distance between you and your computer; we should see some of your chest and not only your head
- Wear casual clothes and avoid visible big brand/text on the front
- The light should not be placed behind or above you but in front or from one side
- Eyelines:
 - Single person shoot: Try and look at the lens/laptop throughout.



Before you record

- Download **Zoom** to your computer
- Recording capacity: make sure you have enough space in your laptop. Backup everything!
- Test - Record a test or two. Watch and listen recordings to ensure everything is in check (sound levels included), before doing the full recording.



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Recording with Zoom

- Open the Zoom on your computer and create a “New meeting”
- For recording press “Record”
- You can pause the recording by pressing “Pause”
- You can share you screen/presentation by pressing “Share screen”
- When you are done, press “Stop”
- Your video will automatically saved to your computer



While you record

- Wait for it - After pressing the record button, wait at least 2 seconds before starting actual message
- Let them hear you - Speak loud and clear, let your confidence shine
- Segments - It's ok to have segments for different talking points. It helps the audience to digest and makes it easier for handling the filming process
- Wait for it again - Finished? Wait for 2 seconds again before pressing the stop button



Presentation material

- Use powerpoint 16:9
- Recommended minimum font size is 20
- It's not recommended to use page numbers, dates or the event name on the presentation material
- You can send your presentation material for us to check before you record via WeTransfer or a similar sharing service.

