



RECORDING BEST PRACTICES

WEBCAM

- Can be internal computer webcam or external webcam plugged-in. Please make sure the camera is placed at eye level.

AUDIO

- Computer speaker audio should be fine; however, using a plug-in microphone/headset or earbuds with a mic will result in clearer audio with less background noise.

INTERNET CONNECTION

- Direct ethernet connection is preferred. If on WiFi, please ensure your connection is strong and secure.

SETTING

- Please make sure to be in a private, quiet space when recording, where minimal interruptions/background noise may occur.

VISUALS

- Please ensure you are in a bright lit room with even lighting (e.i. no windows with bright sunlight directly behind you) Tip: Facing towards a window will provide even light across your face.

SURROUNDINGS

- Please be aware that the audience will be able to hear and see everything you do and everything behind/around you in your setting. Please make adjustments to your comfort level for what you would like to be seen on screen.

EXAMPLES:

<https://vimeo.com/414000824/d6e50d31fd>

<https://vimeo.com/408594467/be8d188fad>

SAMPLE INTERVIEW QUESTIONS

OPTION A (*Sponsor Partner only*):

- Can you tell us a little bit about your company and services you offer?
- We are all feeling a bit overwhelmed with all the changes happening related to COVID-19. Can you tell us how you and your company are navigating all of this change?

- Can you speak to some of the best practices your retailers are sharing in this environment and how you are helping them navigate in the current climate and also in the future?

OPTION B (*Sponsor Partner + Retailer Client, Recommended!*):

- (Sponsor) Tell us a bit about your company and services you offer.
- We have one of your clients here. (Retailer), can you tell us a little bit about your company as well?
- (Retailer), as a retailer, can you speak to some of the best practices your company is using to engage with your audience?
- (Sponsor), how as a partner are you helping (Retailer) and other brands navigate this new channel?
- (Retailer), how are you thinking of using this channel in the future? Other use cases in mind?

Please email [Kristina Stidham](#) to customize your questions.