



ALL IN - ESCA Readiness Campaign Participation Guidelines

We have an unwavering commitment, resilient confidence, and a resolve to unite together for our customers as the industry roars back. It's our opportunity to demonstrate to our customers that we are ready to bring back events safely. More than ever, they need to hear from all of us that we are **ALL IN!**

This campaign is an opportunity for you to provide a short video on how your organization is ready to restart. Our goal is to help you look and sound your best.

We invite each of you to tell the target audience your "story" as it relates to one of the following topics:

- **READY** - Sharing stories about preparedness
 - Pandemic Precautions
 - Unity
 - Lead through the challenges

- **RESTART** - Sharing stories about support strategies
 - Staffing
 - Flexibility
 - Communication

- **RE/EVENT** - Sharing stories about innovation
 - New Innovations
 - New Technologies
 - New Solutions

We recommend the use of company statistics when applicable. Keep it specific and focused on the unique initiatives related to your company. Please try to keep it to under 4 minutes. Use the link below to upload your submitted video.

[Expo-ESCA Content Submission Form](#)

The videos submitted will be available on the esca.org website, and portions may be used in the ESCA panel discussion streaming in June 2021.

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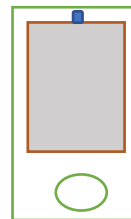
In preparation for your video submission, we would like to offer the following guidance.

- Location
 - Choose a quiet place where you will not be interrupted.
 - Background – it is ok to see your home or office environment. Be sure it is uncluttered so as not to distract from the message.
 - We do not recommend using a virtual background.
 - Try to rest your phone or computer on a stable surface so it does not move during recording, and keep the camera at eye level, with your head/shoulders centered and a bit of space above your head.
- Lighting
 - Front lighting is best; position yourself facing a window if possible.
 - Have an extra lamp available to help cast light upon your face.
 - Make sure you are not backlit, or you'll appear as a silhouette. Please avoid filming with a window behind you!
- Camera
 - Good: laptop webcam. These can work fine, depending on the laptop.
 - Best: external webcam or phone.
 - Place the camera lens at, or a little above, eye level.
 - Find a distance from your camera so viewers can see your face and just below your shoulders.
 - Look straight into the camera lens as much as possible. Position your script or notes so that you're able to see them close to the camera lens.
 - If you are using a phone camera or tablet, please capture yourself horizontally. Your device should be on its side:

GOOD:



NOT:



- Look at the camera that's capturing you, not the picture of you on the screen. If you are using a phone or tablet, you will be looking at the SIDE of your device.

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- Audio
 - Good: a computer or device internal mic.
 - Better: wired or wireless earbuds (w/mic). If wireless, make sure to charge them in advance.
 - Best: external mic (tabletop, lavalier, etc.).
 - Be sure to mute your mic except when it is your turn to speak.
- Internet connection
 - A hard-line ethernet connection is better than Wi-Fi. It's one less wireless thing that could go wrong.
 - If you are using Wi-Fi, try to be close to the router for the strongest connection.
 - Minimize other devices on the same router during the program (i.e., family member streaming video or video games, music streaming, etc.)
 - Remember to place your phone on "do not disturb" and mute any notifications! Receiving a text or pop-up while recording will be heard on video – even if your phone is on vibrate. It may also cause you to lose your train of thought.
- General
 - Silence all audio distractions such as your phone and computer notifications.
 - Reboot your computer/device just before connecting to clear things up to run faster.
 - Close all unnecessary apps on your computer/device, so they don't use up memory or bandwidth.
 - Water is always good to have on hand. Don't hesitate to take a sip when you need.
 - Please film your remarks twice and send us both videos.
 - After you hit record, count to five silently before you begin speaking. After you finish your remarks, count to five silently before stopping the recording.
- Attire
 - We recommend business attire for presenters.
 - Solid colors are preferred over black or white; avoid tight patterns.
 - Avoid large jewelry that may brush up against a microphone or "noisy" jewelry such as bangles and multiple bracelets.
 - Most importantly, you should dress to feel comfortable and confident.