

INSIGHT X EXCHANGE



VIDEO SERIES GUIDELINES

#CXPA2020



The CXPA *Insight Exchange* Video Series

CXPA is producing an *Insight Exchange* video series, highlighting community leaders of CX practitioners and providers from across the globe. And we would like to invite you to be a part of this exciting project.

How to get involved?

We would like you to film a short video of yourself, using your phone or your laptop camera.

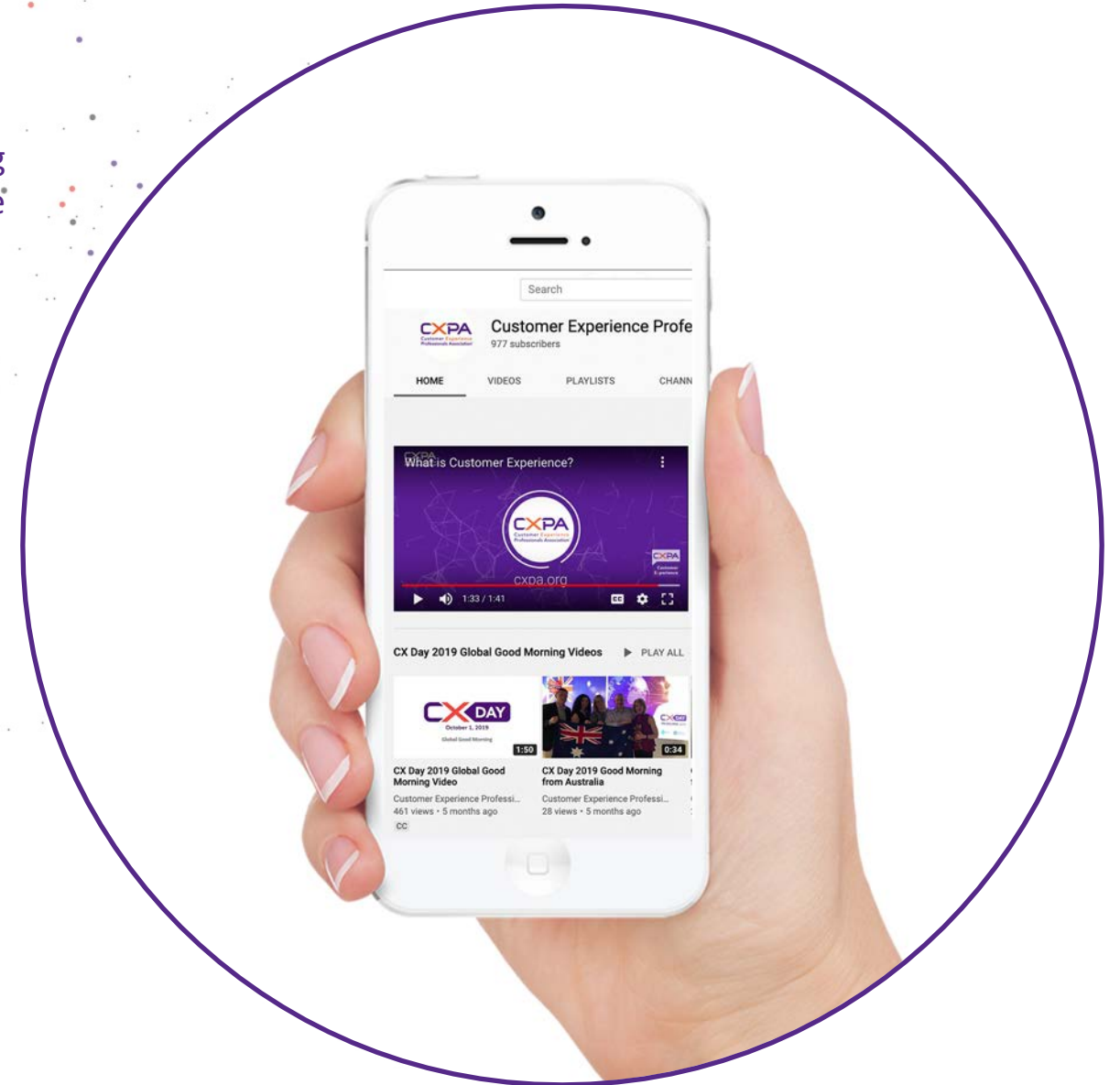
All you need to do is follow these simple guidelines and send us your video clip.

Would you like to submit a video?

You may submit your video at anytime. Videos submitted by the 15th of each month will be considered for a highlight in our monthly newsletter.

Please upload your video [here](#).

If you need assistance, please contact Gabe Smith, CCXP at gabe@cxpa.org.



3 EASY STEPS



Step 1: Choose a Recording Device

- Decide on what device to record your video, either a mobile device or your laptop (we suggest an iPhone or iPad)
 - If using an iPhone or iPad, click [here](#) for video recording instructions.
 - If using an Android device, click [here](#) for video recording instructions.
 - If using your computer, click [here](#) to download QuickTime Player, and click [here](#) for video recording instructions.
 - If using a device to record via Zoom, first please go to settings and select the recording tab and ensure the “Add a time strap to the recording” is not selected. Please select “optimize the recording for 3rd party editor.”

Pro Tip : If using a mobile device, use the camera on the back of your phone for best quality, and ask someone to help film you.

3 EASY STEPS



Step 2: Prepare Your Shot (the three L's)

- **Location:**

Choose a location that represents you, like a spacious room with artwork, your work space, or an outdoor area. Ideally choose somewhere that's not too noisy, and that has plenty of space behind you.

Please avoid filming in an unsafe or unwise location (i.e. driving a car, or amidst confidential information).

- **Camera Level:**

Position the camera at eye-level, and position yourself in the center of the frame. Either prop-up your laptop with books, or ask someone to hold your mobile device to get the best level.

- **Lighting:**

Find a spot that has good natural lighting, or use lights that you might already have (like a floor or table light). Don't stand directly in front of windows, but rather at a 30-40 degree angle.

Please avoid standing directly under light.

Pro Tips : (Click [here](#) for some online filming tips)

- Audio, if possible use another phone to simultaneously record your audio, and position this as close to you as possible. (Click [here](#) for further instructions.)
- Clean your camera lens before making your recording.
- *If you are using a phone, please remember to record your video in the horizontal mode.*

3 EASY STEPS



Step 3: Record and Send

Hit the record button, review your file and send your clip to us.

If possible, please export your video at a minimum of 720p quality.

(Please do not add any music, transitions or effects to your video clip.)

Please remember to include:

1. *your name, credentials, and organization as you would like it to appear*
2. *suggested video title*
3. *Headshot style photograph*

Please upload your video [here](#).

If you need assistance, please contact Gabe Smith, CCXP at gabe@cxpa.org.

Pro Tip : If your file is too large, use www.wetransfer.com to send us your file.

What we would like you to say...

Your name and credentials:

During your hello, please remember to say the below:

- your first and last name
- any professional credential (such as CCXP)
- your global location
- You may also choose to include:
 - your position or title
 - the name of your organization

What we would like you to talk about?

This is your opportunity to share your CX related thoughts. Speak in accord with CXPA's Core Values. Do not be disparaging or salesy.

How long should your clip be?

We would like your clip to be no longer than 2 to 3 minutes in duration.



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