THE
OPERATIONAL
RESEARCH
SOCIETY

HOME TO THE
SCIENCE + ART
OF PROBLEM SOLVING

How to record a promotional video for your webinar
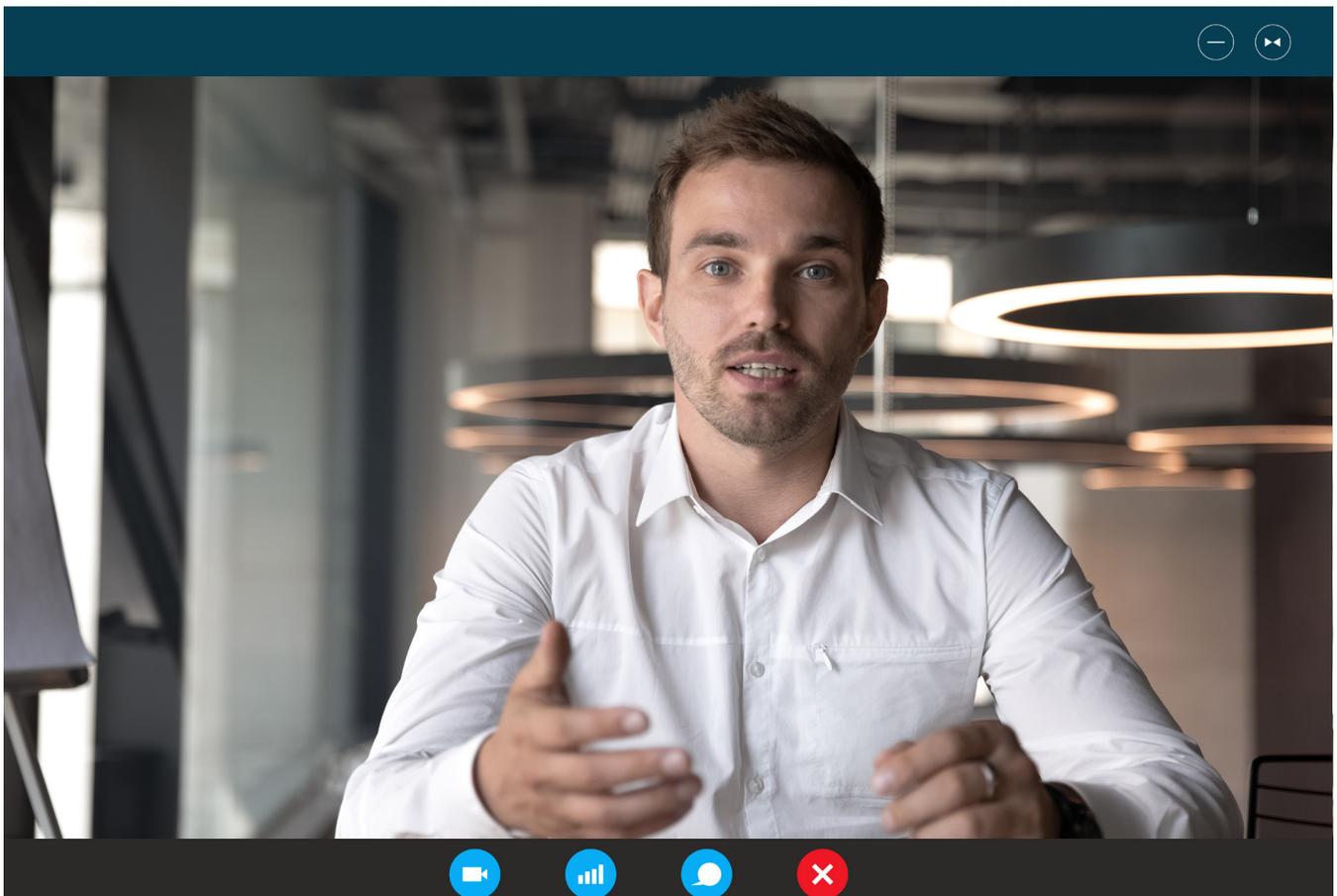
This guide has been put together to help you record a video of yourself. You may have recorded a video in the past, but these tips and simple steps will help you achieve a high-quality recording, without fuss.

We have chosen Zoom as the suggested platform to record yourself on. If you do not already have a Zoom account, it is free to create one and you can use it on your desktop browser. If your computer does not have a camera, you can record a video from Zoom on your phone instead. There are instructions on how to do this at the end of the guide.

In the run-up to the event, we are looking to create a promotional video about Webinar Wednesdays and would like to ask for your help. We would like presenters to send us a short video of themselves talking about their webinar and why they are looking forward to it.

It would be really helpful if you could clearly explain:

1. the topic of your talk and the benefits of attending your webinar
2. what to look forward to, such as what someone might learn by attending and the audience that your webinar is designed for.

We would like videos to be around 30-60 seconds long and we ask that you pause between answering each question. Please send your video to **marketing@theorsociety. com** via **www.wetransfer.com** once it is completed.

HOW TO SELF-RECORD USING ZOOM - DESKTOP
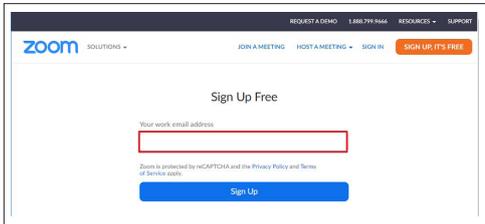
STEP 01

Create a Zoom account – it's free! Go to https://zoom.us/signup to get started. If you already have an account, simply sign in and proceed with the below steps.
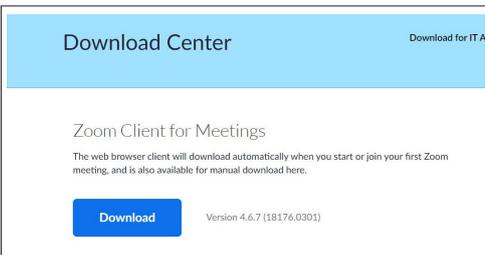
STEP 02

Download Zoom for Desktop at https://zoom.us/download (if you already have an account, this may already be installed on your computer or laptop)
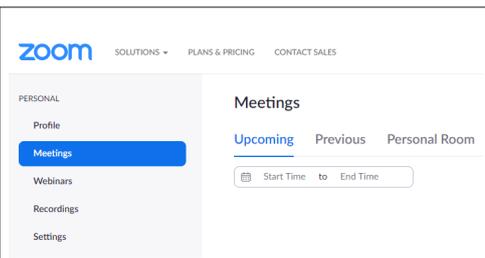
STEP 03

Back in your Browser, go to 'Meetings' tab in the left-hand side bar
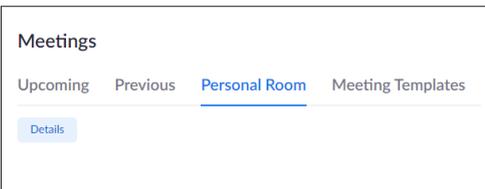
STEP 04

Select 'Personal Room' from the tabs at the top of the page, under 'Meetings'
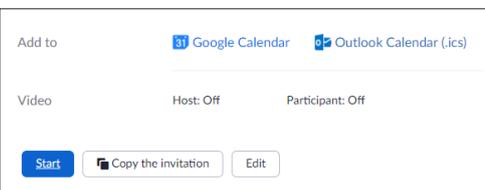
STEP 05

Select the blue 'Start' button at the bottom of the page, next to 'Copy the invitation' - Your Personal Room will then launch
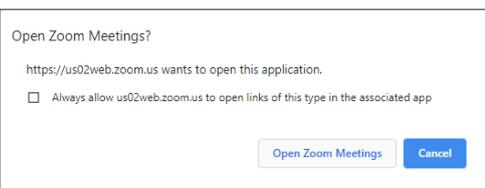
STEP 06

Select 'Open Zoom Meetings' when the pop-up appears
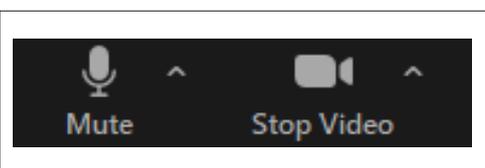
STEP 07

You will now be in your Personal Room. Make sure your microphone and webcam are both turned on. You can adjust these settings by selecting the arrow next to the microphone and camera icons at the bottom-left of your screen

HOW TO SELF-RECORD USING ZOOM - DESKTOP

STEP 08

Position yourself and, when you're ready, select the 'Record' button (next to the 'Share Screen' icon at the bottom of your screen)
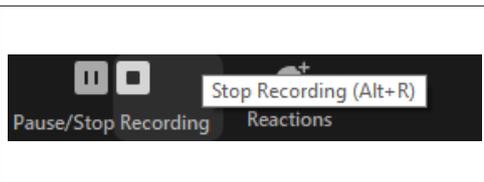
STEP 09

Relax and, when you're ready, begin presenting. If you make a mistake at any time, simply re-compose yourself and start again from the top in your own time. We can take the best version from the final recording.
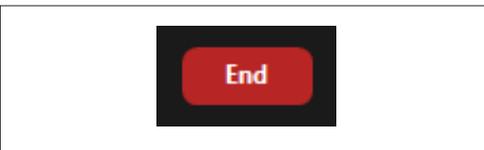
STEP 10

When you're finished, select 'Stop recording' at the bottom of the screen

STEP 11

When you're ready, select the red 'End' button in the bottom right-hand corner - Your recording will download when you leave your Personal Room
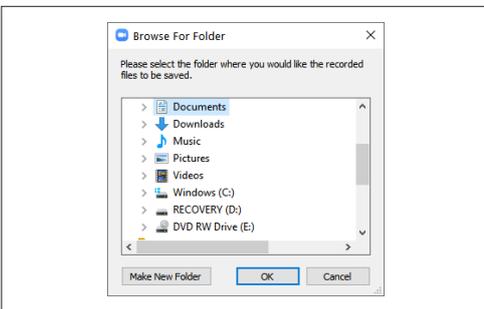
STEP 12

You will be asked where you want to save the recording when it's downloaded - select your Desktop or somewhere else that your recording will be easy to locate

STEP 13

Once downloaded, rename your recording LASTNAME_FIRSTNAME_DATE, inserting your details

STEP 14

Once you've renamed your file, please send your video file to The OR Society via www.wetransfer.com to marketing@theorsociety.com.

HOW TO SELF-RECORD USING ZOOM - MOBILE

You can also record yourself via Zoom using your mobile. Simply download Zoom via the app store, create an account and follow the same steps as above.

Note that on mobile you will not need to download Zoom for Desktop. You will, however, need to position your phone correctly and select your front camera to get the best recording.

TIPS FOR ACHIEVING THE BEST RECORDING

- Record during the daytime
- Position yourself near a natural light source, such as facing a window - however, be sure to make sure sunlight isn't glaring on your face
- Opt for an unfussy background - a plain wall or bookshelf is better than your living room
- Wear smart-casual attire for your recording - a plain shirt, jumper or unfussy blouse are all suitable options

QUESTIONS?

If you have any problems with these steps, please contact marketing@theorsociety.com