



Video Production Guide



Welcome to GETIT

**Hello and welcome to
Global Executive Industry
Talks (GETIT), INCIT's thought
leadership platform that will
shape the future of
manufacturing; designed by
leaders, for leaders.**

Aimed at fuelling progress and creating a future-proof global manufacturing, GETIT is designed to meet the needs of anyone with an interest or connection to the sector – business leaders, industry professionals or students. The platform is the perfect place to share knowledge through videos about the current and upcoming trends, tools and solutions that are driving the growth and development of the manufacturing industry.

Using video as the primary medium for your event, talk or speech can expand its reach beyond your local audience and give it a lasting presence on the internet. The quality of your video production can also impact the success of your speakers' ideas. To achieve the best results, we recommend following the standard set-up guidelines we provide for GETIT events, as this can increase your chances of being featured on

incit.org/services/getit

GETIT details and structure



Recommended video length

15 to 20 minutes



Filming formats

In-person / studio / remote



Marketing materials

As part of marketing efforts, INCIT reserves the right to use the materials provided, including presentation slides and your LinkedIn profile, video clips, and other materials. These materials will be used for INCIT's LinkedIn marketing.



Video structure

- **1 to 5 min – Introduction (scene setting/context setting)**
Define the problem or talk area – why is it important, what do the stats say, and what does this mean?
- **5 to 10 min – Main topic (in-depth discussion)**
Define and explain the main topic of the talk – what is your formula/framework/model, what works, what doesn't, etc
- **10 to 15 min – Closing remarks (wrap-up/call to action)**
So, what does this mean for the future? What do leaders in manufacturing need to take note of, what is your practical advice, and what can they do?

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Filming Formats



Filming formats



In-person filming

Talks will be conducted in front of a [live audience](#) in an auditorium or similar venue.



Studio filming

Talks will be recorded in a professional [studio](#) setting.

The speaker will be speaking to the camera without a live audience.



Remote filming

Talks will be conducted [virtually](#). The speaker will be speaking using their preferred video device.

**All sessions will be recorded and streamed live online.*



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In-person Filming



1.1 Setting guidelines

Select a space that is intimate without being crowded.

While the capacity and size of the room/space you choose to stage your event, talk or speech may vary, we would recommend a place that:

- Has the audio-visual capabilities you need to support your event, talk or speech.
- Sufficient seating for your audience. Smaller groups of up to 50 are recommended, as this generally comes across better on video.



1.2 Lighting guidelines

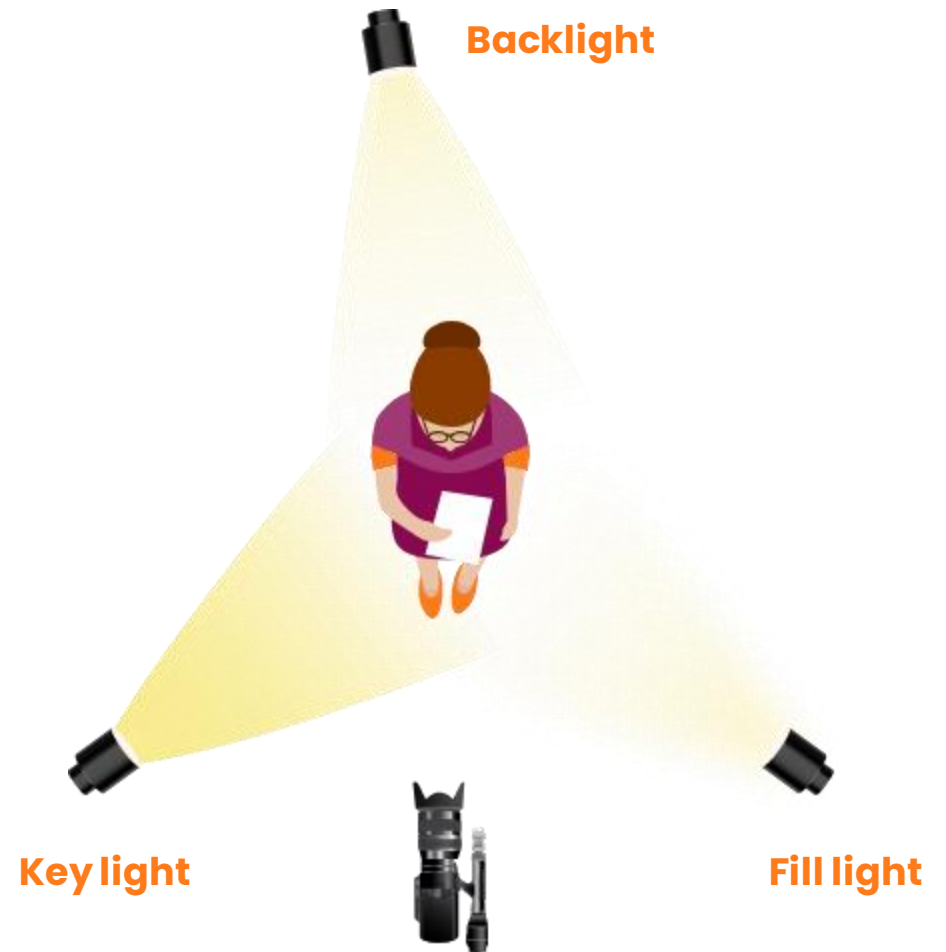
Key light – Use a primary light source that hits the speakers from one side at a reasonable distance above the head to avoid unflattering shadows on the face. Avoid lighting directly above the speakers.

Fill light – To soften the harsh shadows created by the key light (above), position a soft light at a lower intensity on the opposite side of the speaker(s). This light should be aimed towards the front of the speakers.

Edge/Backlight – One of the most crucial lights to keep in mind is the hair-light. It should be placed either behind or on the side of the speaker, creating a sharp edge that distinguishes the speaker from the background. Its main purpose is to highlight the speaker's hair.

Audience lighting – If you're capturing video of your audience (and you should), consider this during your lighting scheme with either a soft wash, or a soft wash and backlight.

Keep light off the screen! – Prevent light from spilling onto the screen. It damages both live and recorded experiences.



1.3 Audio guidelines

The quality of audio in a video production is crucial. Video footage that isn't ideal can be 'repaired' and touched up to some extent, but poor-quality audio is usually irreversible.

Type of microphone (mic)

Wireless or lavalier mics are recommended for the speakers and hosts as they will be the focus of the video.

It is recommended to have mics on hand for audience members who may step up during Q&A or commentary sessions as well. Shotgun mics are good all-purpose mics to capture the feel of the room.

Recommended microphones for film/video/interview:

1. Rode NTG2 Shotgun Mic
2. Rode NTG4 Shotgun Mic
2. Zoom H6 Audio Recorder
3. Sennheiser Wireless Transmitter/Receiver Kits
4. Rode Lavalier II



1.3 Audio guidelines

Mic positions

Be sure to mic the speakers, hosts, and audience.

It's important to get a feel for the room and the crowd's reactions.

Support tools

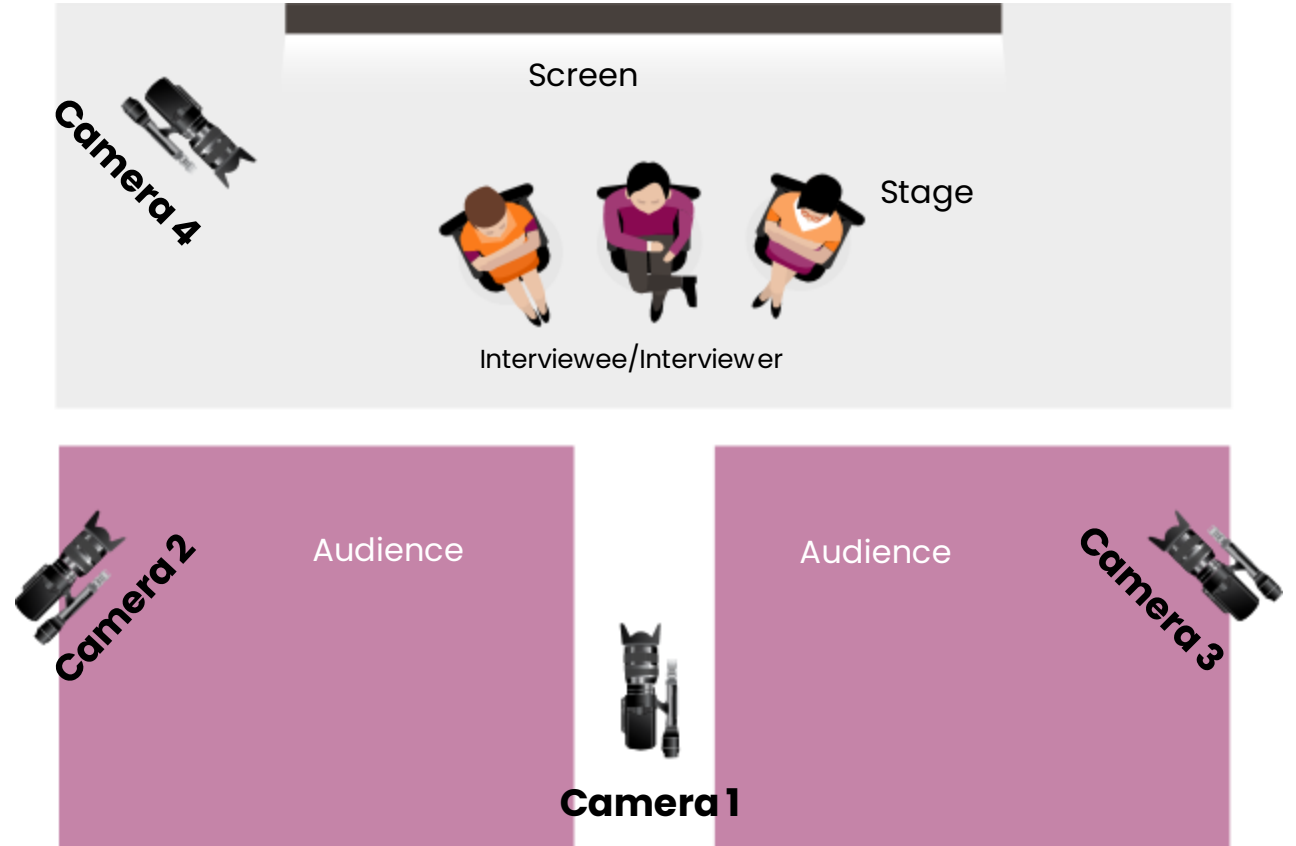
1. Boompole with C-stand Holder
2. Tripod studio Boom Mic
3. Audio Technica ATH-M50X



1.4 Camera guidelines

Every space is different and will require a unique camera placement. But there are a few essential shots you should attempt to execute. Here's a typical floor plan showing where we recommend placing your cameras.

This placement allows for video footage of the stage the audience, and multiple angles of the hosts and speakers, so that you have sufficient footage of key moments to work with during editing and production.



1.4.1 Camera placement

Camera 1

Use this camera for long-shots with the speakers and slides when they look away from the lens and medium shots from the waist up when they look toward it.

*Image source from Ted Talk



1.4.1 Camera placement

Camera 2 and 3

Dedicate these cameras to medium shots and medium close-ups.



1.4.1 Camera placement

Camera 4

Placed behind the speaker, this camera should be dedicated to capturing dynamic over-the-shoulder shots and audience close-ups.

*Image source from Ted Talk





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Studio Filming



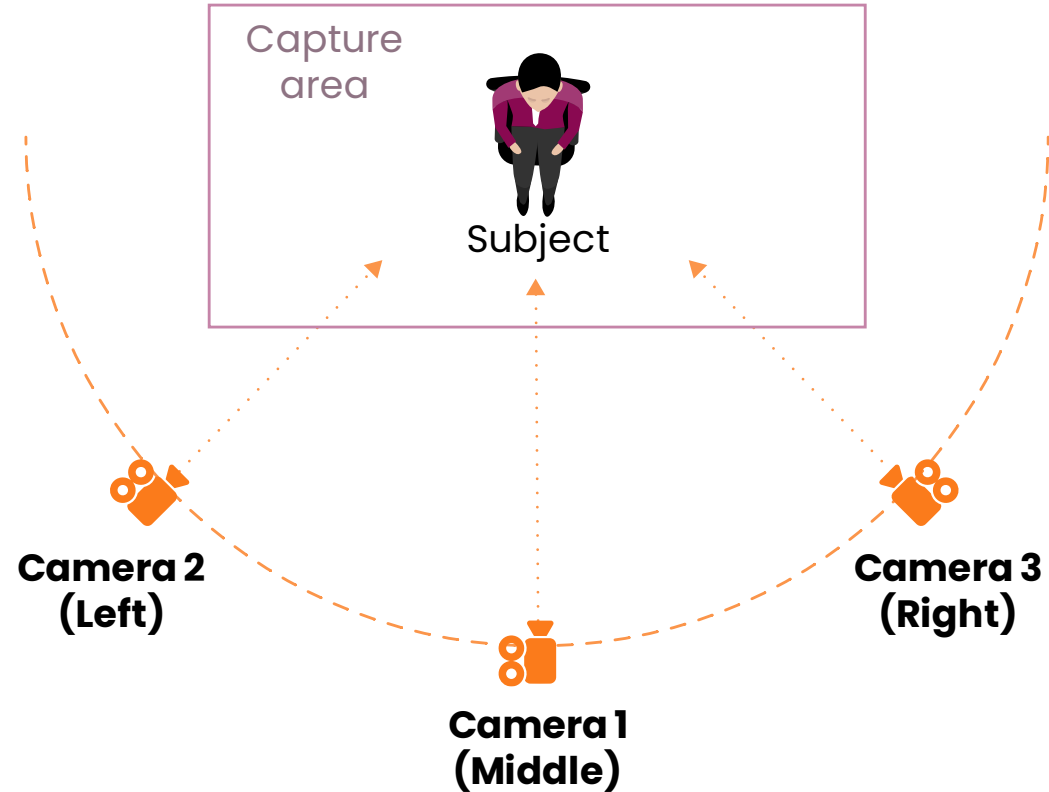
2.1 General guidelines

- Record in a quiet space with minimal disruptions.
- If sitting, use a comfortable yet upright chair. However, standing is fine if it feels more comfortable and natural.
- Avoid filming against a plain, white wall. You can include interesting items in the background as long as it's not too cluttered.
- Employ a three-point lighting arrangement that adheres to the lighting principles outlined in the In-person filming option.
- Wear clothing that is a different – preferably contrasting – colour from your background.
- Shoot in 4K as much as possible. Even if your video is eventually posted in lower resolution, shooting in 4K will give you the highest-quality video footage and will allow your editor more options for cropping and framing adjustments.
- Although the mp4 format is permissible, it is highly recommended to use the MOV format instead.

2.2 Camera guideline

It's the same as still using multicam, but slightly different from the placement of the camera in the In person filming option.

In this option it will only use 3 cameras. This is because the filming studio option will only show the host and speakers with multiple angles.



2.2.1 Camera placement

Camera 1

Opt for a medium shot when capturing the speakers but you can also use a long shot if required

*Image source from Ted Talk



2.2.1 Camera placement

Camera 2 and 3

Dedicate these cameras to medium close-ups and close up..

*Image source from Ted Talk



2.3 Green screen studio

When you record in a greenscreen studio, you can create visuals that are immersive and have impressive after-effects.

Example:

https://www.youtube.com/watch?v=EYYMevrp3So&ab_channel=TEDxTalks

*Image source from Ted Talk



VIDEO PRODUCTION GUIDE

Remote Filming



Why is remote production important?

Being able to record a talk or speech remotely enables speakers to leverage the GETIT platform to share thought leadership even if they are not in the same geographical space as their audience.

The **classic, direct-to-camera format** with slides edited in is simple, straightforward and very powerful. It's important to get the format right, to create impactful and powerful videos that look good and convey your message in a clear and effective way.

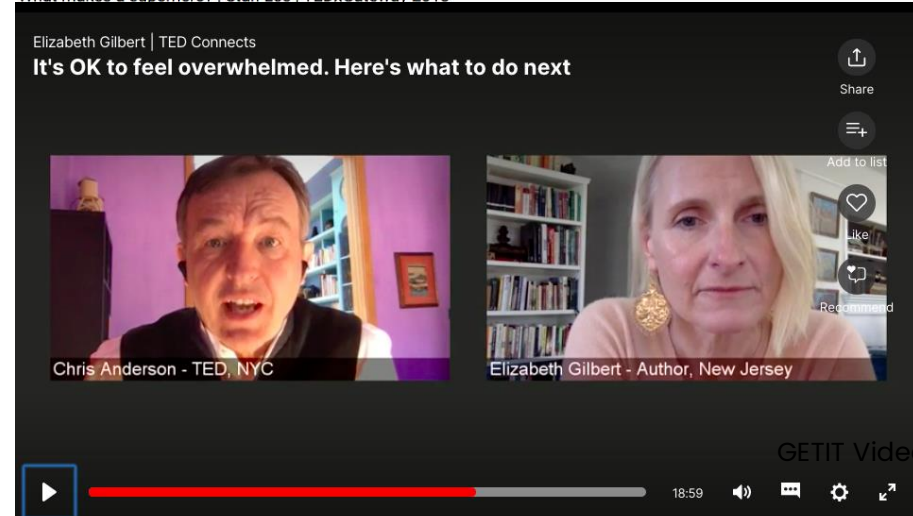
Here are a few examples:

https://www.youtube.com/watch?v=DSGf6is3U2w&ab_channel=TEDxTalks

*Image source from Ted Talk



What makes a superhero? | Stan Lee | TEDxGateway 2013



3.1 General guidelines

- Record in a quiet space with minimal disruptions.
- If sitting, use a comfortable yet upright chair. However, standing is fine if it feels more comfortable and natural.
- Avoid filming against a plain, white wall. You can include interesting items in the background as long as it's not too cluttered.
- Ensure light comes from in front of the speaker/subject to light up their face. Natural light is usually good, but avoid backlight that makes the speaker dark.
- Wear clothing that is a different – preferably contrasting – colour from your background.

3.2. Audio guidelines

- Capture both computer microphone audio and simple earphone microphones if possible; this will enable the production team to pick the best possible option.
- Place all mobile phones on Airplane Mode and/or computers on mute/Do Not Disturb to avoid disruptions.
- Record additional audio on another device like a mobile phone. If the internet connection gets interrupted or weakened, this secondary recording can be synced to the video during editing.
- Use a sock to absorb sharp sounds when placing the recording device on the table or desk.

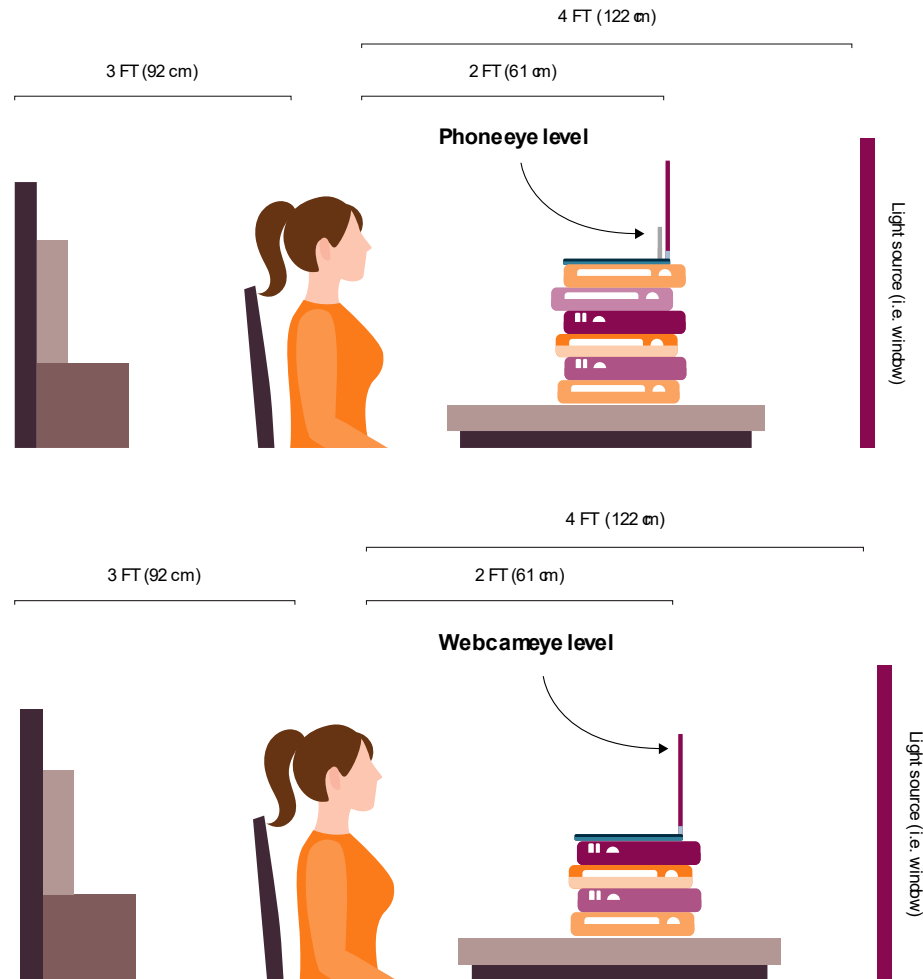
3.2. Audio guidelines

- Make sure your camera's lens is clean. Use a clean cloth while the camera is switched on, to check how the frame looks.
- Whether using a laptop computer or mobile phone, the camera should be stable. The device should sit on a level surface, aimed directly at the speaker, with the speaker looking directly at it.
- Frame the shot so the speaker's elbows are visible if shooting in 4K (recommended as this provides the highest-quality video).
- Shoot in 4K as much as possible. Even if your video is eventually posted in lower resolution, shooting in 4K will give you the highest-quality video footage and will allow your editor more options for cropping and framing adjustments.

3.3.1 Camera set-up (mobile phone or laptop)

Put the webcam at eye level (you may need to prop your device up with books or a stand).

Make sure that the position of your mobile phone or laptop camera is directly in your line of sight, so that it results in the correct and proportional position.



3.3.2 Framing

Framing (positioning) yourself properly on camera is important for ensuring your recording looks as professional as possible.

Tips

- Position your webcam at head height so you are looking straight ahead, not up or down.
- When speaking, look at the camera, not other parts of the computer screen.
- If referring to a script or notes, position these in a window as close to the webcam as possible, usually the top centre of your screen.
- Make sure your head is high in the video, with just a little background showing above.
- Move closer or farther from the webcam so that the video captures from your head down to just below your shoulders.



*Image source from riit.smeal.psu.edu



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Wardrobe



Wardrobe recommendations

1. Whether dressy or casual, make your clothing is clean.
2. Bright solid colours like blue, yellow, red or even purple are recommended. Avoid white or black as such colours can be hard for the camera to properly expose.
3. Avoid tight/small checkered or lined patterns that do not show up well on camera.
4. If you wear glasses, it may be wise to remove them if possible. They can reflect light and obscure your eyes from the camera.
5. Refrain from wearing any jewellery that may make noise (e.g, bracelets that jingle or might hit the tabletop) as these may interfere with audio.





Thank You



GETIT is a thought leadership platform that will shape the future of manufacturing. By bringing the industry's leading experts together to share the latest insights and knowledge, GETIT will enable the transformation of the sector globally and future-proof the space for sustainable success.

incit.org/services/getit