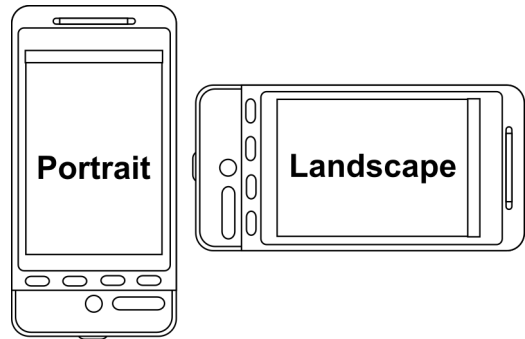


## IOA Promo Video - DIY Checklist

Here's a step-by-step checklist to help you create a powerful invitation to participate in your concurrent session at the IOA annual conference!

### Before Filming

- Find a device that can capture video and audio (computer or smartphone)
- Test that the device is working properly (fully charged, recording properly, saving files, etc.)
- Find a good spot for filming (well-lit, no ambient noise, appropriate background)
- Clean the lens of the video camera
- Set the camera up so it captures video in "landscape" (aka, horizontal) mode
- Arrange yourself in the video frame so that your head and shoulders are visible
- Think about what you plan to say



### While Filming

Keep the video under 90 seconds in length (between one and one-and-a-half minutes is ideal)

Introduce yourself (*Hi, my name is XXX and I'm an ombuds at YYY, and I'm offering a concurrent session at the upcoming IOA conference called "TITLE"*)

Address these questions:

*What inspired you to offer this session?*

*Who should take this session?*

*What can participants expect?*

*How can interested participants learn more in advance of the conference?*

Remember to smile and try to look at the camera rather than read from a script

### After Filming

- 1) Watch the video to make sure it was captured well
- 2) Post it to social media using the hashtags #IOA2020 and #SeeMeAtIOA

Want more help? Watch [this 3-minute "how-to" video on YouTube](#)

View 2018 concurrent session promos [here](#)