



14th Annual Conference

April 1-3, 2019



International Ombudsman Association - 14th Annual Conference

Connection & Calm in Turbulent Times

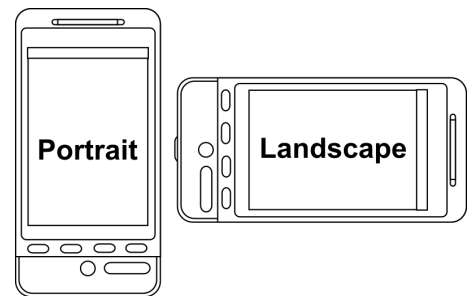
April 1-3, 2019 | New Orleans, LA USA

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 video to make sure it was captured well
- 2) Post it to social media using the hashtags #IOA2019 and #SeeMeAtIOA

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

View concurrent [session promos.](#)