

Transcript - Module 6:

HOW TO GET HIGH QUALITY FOOTAGE OF YOUR PRESENTATIONS



The SpeakerCareer.com Kick-Start Guide

Start collecting parts for your demo video!

Congratulations! You have seven talks lined up and ready to roll. In this video we're going to talk about how to get these talks filmed.

This is vitally important because you wouldn't hire a dentist to do multi-thousands of dollars worth of jaw surgery on you unless you could see the results that they have had on other patients. You want to see their "before and afters." It's the same exact thing with speakers. Meeting planners won't hire you unless they can see the results that you have on an audience. You can best convey this in video format.

Thankfully, online video is incredibly easy to use. So we've got to get the right content to put into your demo video and show meeting planners that you will do a good job with their audience. So these seven talks that you've lined up, we're going to film each and every one of them.

Here is how we're going to get this footage which is going to become the fodder for your demo video.

There are several ways to actually film. I am going to cover them from the highest quality, which is also the priciest (don't worry, you're not going to break the bank, but this will cost you some money), all the way down to the free options. Based on your budget, and what your needs are, I'll let you decide which of these are right for you.

The first option is to hire videographers.

I have never in my life hired a professional videography company. I'm sure that they do an amazing job. However, I prefer to go with a little bit of a more of a guerilla route.

What I have always done with my talks is put up Craigslist ads. I am pasting the exact ad that I've used for years. Whenever I travel to a new city to speak, about two weeks beforehand I will put this ad up. Without fail, I get dozens and dozens of responses. I mean my inbox floods to the point where I have had to create filters in Gmail or separate folders because I can't read them all. It's like, "ding-ding-ding-ding" of emails responses coming into my inbox. People want to do this work and film these talks.

Essentially, what you're going to say is, "I have a speech coming up," or in this case you could say, "I have seven speeches coming up over these dates. You need to be available for each and every one of them. The pay that I will give you for each of the talks is X number of dollars. Please contact me if you can do this. I'm looking for one or two camera angles." Again the exact script is to post to Craigslist in your area. It's going to be in the downloads right below this video. So, that's your option for Craigslist. I'm going to talk a little bit later about the technicalities of what to have them film. Right now I'm just going to talk about the choices that you have.

Your next option is to go to your local university or community college's film and video department, or AV department,

or whatever they specifically call their geek squad. You're going to go to your local university or community college, talk to the head of the department or the professor in charge of films or videography. You're going to say, "look, I've got a project for your students. It's a real life deal." Then it will be up to you whether you want to pay the students a small amount, a few hundred dollars, for filming each of these seven events. Or, if you're on a budget you can give them a referral or letter of recommendation for having filmed for you. You could even work it out with the professor where filming your talks gives them course credit. They get to go on site and film actual live talks as a part of their coursework.

You have seven upcoming talks. I'm assuming the class is going to have at least seven students. So, you could have one student film each of the seven events. Have two or three at each event. This is a really cool, really cheap way to get quality footage. Some of them will botch it. Some of them will do beyond professional work. You can utilize the exact same method with high school students.

Many high schools have AV departments. They've got special elective credit courses which include film production. These two options, the university and the high school students filming options, are brilliant because then you also have students who know how to edit footage. You can create a whole package deal, having students filming and editing your demo video. I mean, these are wizards. They're better than you and I will ever be at filming and editing. This is, in my opinion, the best route to go. So that's the first inexpensive route.

The high school and university students can be free, though I suggest that you pay them. They will be incredibly grateful for you for paying them even a small amount. College and high school students are just broke. Period. They'll go out for \$20 to \$50 per gig probably. If you want to make their day, give them \$100 per gig. That's not a lot when it comes to the professional speaking world and you'll get incredible footage. So, that's how to get camera people. You typically can't have a three person camera crew come in and film a Rotary club event. Often times, these rooms are too small, so you might need to see or ask about the room first. I would suggest you start with one camera person for each of 6

Students are amongst the most skilled, inexpensive, and passionate group of 'workers' you will be able to find.

The second method to get your talks filmed is to have audience members do it.

This is the most volatile and lowest quality footage, but it is free. So you show up, bring a camera, even a phone with an HD camera (like an iPhone). You're going to ask the meeting planner if there is anyone in the audience who they think would do a decent job filming the talk. You then give them your phone or camera and you say, "what you're going to do is when they start introducing me, hit record and hold it as steady as possible." Ideally, you bring a tripod and say, "just keep this centered on me." It's like asking someone who you just randomly meet on the street to take a picture of you and your family. Sometimes you have the most amazing, incredible shots that you could imagine. Some people really get into it. They know exactly how to use the rule of thirds and everything. Other times, audience members can ruin the entire shoot. So, this would be my last choice of all of these methods.

Speaking of audience members, a really cool trick that I am starting to toy with and I'm having results with is to offer some sort of prize for video that's posted to social media. So, you can tell your audience members, "I am giving away a free (your product) to the first 10 people who post a video to their Instagram of this talk." Now you've got 10 people in the audience -probably more than that if it's a larger audience filming you – and they're sending it to your Instagram. Then you pull the video off of Instagram. It's tricky and you never know if your audience will get engaged. Sometimes you get dozens and dozens of really quick snippets and videos, sometimes you get nothing.

You could also have them post to YouTube. The chances of them posting to YouTube versus something very simple and easy like Vine or Instagram is a lot lower. On Vine, if you have a 100 students post 7-second clips from all these different angles, That many clips can easily make it look like multiple different speeches in your demo video. So consider toying with that option. Rather than saying, "hey put your phone away!" Say "hey, keep your phones out! Film any portion of the talk that you want... and the first 10 vines will get a free T-shirt! Or, "I'll sign your brochure" or "I'll take a photo with you." It doesn't have to be a huge amount of value. People just want to get involved. So that's the second option. Have audience members film your talk.

Create a social media contest amongst audience members!



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The last one is DIY.

It's a do-it-yourself set up. I'm a big fan of this one as well. At these first events you'll be speaking at, there will be 12 to 25, 30 people in the audience. Bringing in a three-person camera team is going to be weird. Even having one camera in that room is going to make your audience slightly uncomfortable. They're going to think it's pretty cool like, "whoa, this is sort of a big deal."

You should let the meeting planner know in advance that you're going to bring a camera crew. "We're going to make it look like this huge event." That's fantastic. You can go that route. It's a lot more casual and comfortable if you have this DIY route. And so what you're going to do is get lavalier microphone just like the one I'm wearing for these videos.

This is a condenser microphone by Rode. It's called the Rode SmartLav+. The wire is going underneath my shirt and then it connects to my old iPhone 4. I'm filming on this camera. Later, I'm going to sync up the audio from the microphone with the video. At the beginning of each presentation, all I do is stand here and clap. What that clap does is create a waveform. A very sharp, steep waveform. In the editing process, I match that waveform with my hands when they connect. So the audio visually shows where the clap is. That's the audio piece. I mute or delete the audio that's associated with the video. At this moment when my hands meet, I just line that moment, when my hands meet, with the peak of the audio waveform. That's how you sync extremely high quality audio with your video.

High quality audio is more important than high quality video. Ideal is high quality both!

So the important thing to note here is that in all video, audio is most important. People will put up with crappy video quality if they can hear it clearly. Studies have shown this time and time again. But if it is crappy audio and crystal clear video, they tune out. They just won't watch. YouTube stats have proven this over and over and over.

With all of these options - having professionals film it, students film it, and having audience members film... you want to be recording your own audio. Make sure it's high quality.

Do that clap trick at the beginning of each presentation. Otherwise you have to match your lips with the audio. That can get really hard to line everything up. If you have that clear visual clap in the middle of the talk or if you have the audience clap once (remember I taught that technique or trick), "everybody clap once." Boom! When you clap, you are going to sync your audio to that moment. Cool huh?

All right, yes! So that's audio, what if you're going to do DIY video? There is a device called a Swivl mount that I suggest you buy. It's a tripod that will rotate as you move on stage. You can set this on a chair, on a table, on a tripod that you bring in, and then the mount swivels and rotates. So wherever you walk, the camera follows you. If you walk back across the stage the camera follows you that way.

And it is just done by a little device that you keep on your body. The mount just angles towards that device, always. This can be really cool to get shots that look like you have a panning camera person. It's only \$50 to \$100 depending on the model that you get, so you can create some really cool panning shots of you while you're speaking that look like a professional camera person is filming you with a tripod. It's perfectly dialed in and matched to your movement. You can even mount your iPhone (if it's HD quality video) or your smart phone, or any other camera. Then you're going to film yourself with this cool little tracking mechanism.

Choose now which of these three methods you're going to utilize.

Paid camera crew, audience shots, or DIY. Below this video I'm including links to all three options of how to secure them. So, you've got scripts for Craigslist, scripts for contacting student, links to buy a Swivl and this Rode rec microphone. By the way, the Rode Rec has it's own app or recording. So I just hit 'record' on the app and then I export the audio directly to my video editing software.

That is how to film your events. Now let's talk about what to film and how to progress as your career evolves. Right now, you are going to be filming yourself in front of relatively smaller audiences. What you ideally want to get to is yourself having these large, massive audiences along with the smaller ones. That way, it shows you in a variety of situations. Then, if a meeting planner knows that they have an event with 200 people and another meeting planners knows they have a different event with 5000 people, both of those meeting planners are going to say, "that guy clearly knows how to handle my audience."

For now, you have to start somewhere. That's why, once a year, you're going to repeat one of these three methods for getting yourself filmed in different environments and different scenarios. Or, as you book more talks, you know that a very important event is coming up so you're going to film that one with a camera crew and film all the others by using a social media contest. You've got to start somewhere. This is where you're going to start and it's plenty sufficient, it looks great, and it works fantastically for your first demo video. Make it match your budget, of course.

When you get to speak in front of these larger audiences, the ideal is to get a three-camera shoot.

So, you're recording audio in one spot it. It could be on your Rode rec microphone or any other lavalier condenser microphone. **Then, your three angles to film are first, from the toes up.** Basically from the stage to right above your head. If it's a beautiful stage then even back it up further to include the staging.

You want to be able to cut to these wide shots in case the next two shots don't have quality footage at any given moment or you need to cut something out. This full-body shot is your establishing shot. Think in the beginning of shows like Grey's Anatomy, or any of these TV dramas, they are all filmed in Los Angeles. But they have these panning shots over Seattle to make it feel like you're there. It's night time and there are clouds in the distance. It's stormy, then they cut to the hospital and all this drama unfolds. Those are called establishing shots. Your full-body shot is the equivalent of this.

The next shot that you want is a close-up shot starting from your waist to just over your head. If you're telling your camera people that you need three cameras, they often don't know how to shoot speakers. This is how speeches are best filmed. So the second one is from your waist to right above your head, in that way if you're active and you're moving or the camera person doesn't know you're about to be walking and you walk off screen, if that happens then your editor can cut to that establishing shot the toes to the headshot that immediately has this lighter stance setting to it.



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The final shot that you want with a three camera shoot is a roving camera. This camera takes side angle shots of you. It also is going to be taking behind the stage shots and it's going to be taking audience shots. The camera operator is always moving. They will go and shoot from behind the stage. You will be speaking, then they will film you from behind, then you want them filming you from the side again and then back from behind again. When you're being funny, you want them filming audience shots.

This person is just free roaming, so the finished product makes for a great mix of waist-up, your wide establishing shot, and then you have your choice of all these different roving camera options to splice in.

To put all that in like one little segment, you start on the close, waist up shot. You move on stage and so you cut to the wide establishing shot. You stick with that shot for a while, then you tell a joke. Boom, it goes right to an audience member who is laughing. Then, it goes back to your waist-up shot for a while. Then it switches again. It's now from behind the stage. The shot has the whole audience visible in the background.

If you are in a little room, like at a Toastmasters event, there is not enough space for a camera person to be moving around. But as you get to speaking at larger and larger events, this is what you want to evolve to. If you can get four or five cameras like this, you're money. You're golden. You're going to look like a real pro.

Each camera person that I've hired to do this has been \$100 per camera. So I spend \$300 per event and I was going out at \$3500 plus dollars per event when I was filming a lot of these. Now, my fee is much higher, so it is even more manageable small percentage of my fee and dedicate it to getting some great footage that I can continue to leverage to get booked at larger and larger events.

The last thing that I want to note about filming that you should turn the lights up. Turn the lights up on the audience. Turn the lights up on yourself. You don't want the house lights down low unless you have real pros who know what they're doing and can work in low light conditions. If you turn the lights up, it just makes it so much better. Yes, viewers prefer high-quality audio, but the idea is to get high quality both. Get high quality video. Get high-quality audio. Make your entire production rock. Turn those lights up so that you don't have to worry about post-production editing issues like messing with brightness levels and all that. That's a pain in the butt.

You don't even want your video editor to do that, otherwise they're going to get burnt out and frustrated because they're having to edit so much of your footage.

Your task, right now, is to choose one of these three methods: a camera crew, audience members filming you, or DIY... and get everything in place to have your seven talks filmed. Send off Craigslist ads to find the right video production person. Send off emails and phone calls to the departments of universities and high schools. Purchase the Swivl mount, a camera, and a Rode SmartLav+ microphone.

I recommend that you get the microphone regardless. Or at least a different microphone. There are cheaper ones. That way, you have high-quality audio.

Choose one of those three methods, stick to it for these seven talks, and take a look at how all of this is coming together: you now have the raw footage that is going to become your demo video. Congratulations!

As your career grows, increase the number and quality of cameras!