



Video Interview Guide

INTRODUCTORY NOTE

Dear Sponsor,

We at HRN Europe would like to thank you for choosing to sponsor our event. As you know, HR Tech Europe is one of the most innovative, disruptive and the fastest-growing HR event in the world. The commitment and drive of the HR community – practitioners, thought leaders and vendors alike – is what drives us to constantly exceed the industry's expectations.

HRN Europe offers coverage by a top-quality video production team ensuring that each feature of the event is covered: Main Stage presentations, interviews with thought leaders, networking and exhibition floor. Below are some guidelines that, in our experience, produce engaging promotional videos for sponsors.

SUGGESTED SCRIPT

Video Elements	Duration
Footage of the overall event: the crowd, networking, presentations	10-20 seconds
Company's representative introduces the company: what it does, what services it offers, which markets it serves	30-60 seconds
Interview with a client	2-3 minutes
Company's representative introduces a new product/feature/service or describes the benefits of specific products.	1-1.5 minutes
Video montage of networking around the sponsor's exhibition stand, product demonstrations, etc.	20-30 seconds
Closing message from the company's representative	10-15 seconds

INTRODUCTION OF YOUR COMPANY

- Each person appearing in the shot should first introduce himself/herself
- Prepare an opening statement that summarizes your company's business in under a minute. You can include information on its size, coverage of markets and the types of solutions it offers.
- Ask your company's representative who is introducing the company to look directly into the camera.
- It may take a couple of takes to record the introduction perfectly. If you make a mistake in the middle of the introduction, stop for 5 seconds and re-record the last sentence/paragraph. Such pauses make editing easier and the final product smoother.
- Make sure that your background is properly arranged. Pay attention to the setting behind you and ensure that any objects/images that you do not want to be in the shot are removed.
- Be positive and energetic.

INTERVIEW WITH A CLIENT

- For editing purposes state the name, job title and company of each person appearing in the shot (interviewer and interview subject, for example).
- Prepare the questions in advance, making sure they are short and to the point.
- Find a balance between questions related directly to your company and its products and a more general discussion about the state of the industry.
- Make sure that both the interviewer and the interview subject are comfortable in front of a camera.

INTRODUCTION OF PRODUCTS/FEATURE/SERVICES

- Prepare in advance what products/services you would like to include in the promo. Most companies have more than 3-4 products; however, select 1-2 to focus on – possibly a new product or update or a service particularly relevant to the audience at the event.
- Demonstrations are always welcome. Explain to your audience how your system works by going through it step by step on your tablet/other device.
- Be positive and energetic.

CLOSING MESSAGE

- You can use this time for 'Call to Action' (if your company is running a special campaign, for example) or to advise the audience on the best way to reach you/your company's representatives for further information