

For Team Members Attending Events

Goal: Capture authentic, vertical video content that shows what it is like to be at an event with your team or organization. This includes showcasing your work with clients, spotlighting your organization's culture, or highlighting any service opportunities in line with your organization's values.

Recording Best Practices



Shoot vertically on your iPhone.



Hold your phone steady.



Avoid fast panning.



Film in separate, short clips.



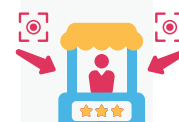
Make sure your camera lens is clean.



Do not zoom in digitally (if you can help it). Walk closer for detail shots.



Do not worry about sound. Narration or music can be added later.



Record multiple angles of the same moment for more options.

What to Capture

Getting There & Arrival



A few clips of your commute or a shot of the venue from outside.

Don't take footage while driving if you're behind the wheel!



A selfie or mirror shot of yourself smiling or waving.

If you're with another team member, include both of you in a quick shot.



Entering the building (walking in, pulling or pushing doors).



Event signage such as banners, logos, or welcome signs.



Checking in at registration and receiving your badge.

Day In My Life Guide

Inside the Event



A wide walkthrough of the venue or crowd to show the atmosphere.



Organization branding displayed on screens, banners, or walls.



Branded materials like notebooks, tote bags, or giveaways.



Quick clips of keynote speakers or panels.
(record from your seat or the back of the room without disrupting others)



Booth setups, interactive demos, or vendor displays.



Candid shots of your teammates networking, chatting, or taking notes.

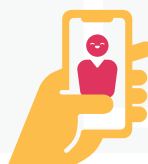


Attendees walking, gathering, or engaging with the event.



Any fun, unexpected, or unique moments.

Wrapping Up



An end-of-day selfie or team shot, ideally near the venue or signage.



Any last shots that help wrap up the experience.

Reminder: You want your audience to experience what it feels like to be at this event with your team. Capture the moments that reflect energy, purpose, and personality.