



GLOBAL EXHIBITIONS DAY YOUTUBE GUIDE

Did you know that on average, 90% of information transmitted to the brain is visual information?

Video is a powerful medium for getting key messages across to large audiences. With more than one billion hours of content being watched *every* day, YouTube is an important global sharing tool. Local versions exist in more than 70 countries and 76 languages (covering 95% of the internet population).

CONTENTS:

YouTube: The Basics	2
No Videos? No Problem	2
Top Tips for creating content for YouTube	3
Top Tips for filming with a phone	4
Top mobile phone filming apps	5
Countries with restricted access	7



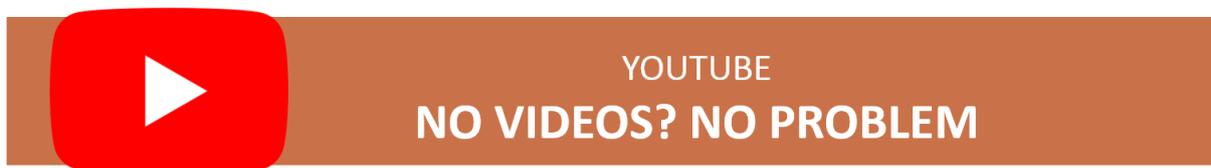
YOUTUBE THE BASICS

YouTube is the 2nd highest trafficked site on the web, the 2nd largest search engine (after google) and it is the largest social media network (bigger than Facebook).

YouTube is a great place to host video content as YouTube links are easily shareable and most other social media platforms pull the link through so that the link displays the video.

Make sure you are connected with UFI's YouTube presence by:

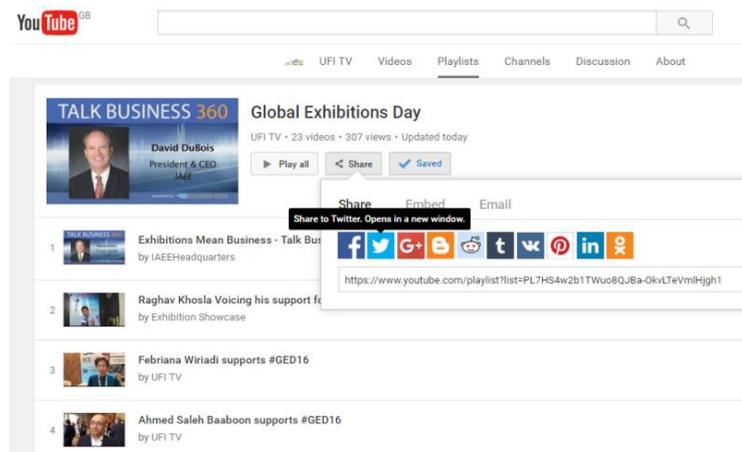
- Subscribing to the UFI YouTube channel – www.UFI.TV.



You don't need to be creating videos to support Global Exhibitions Day on YouTube, instead you can:

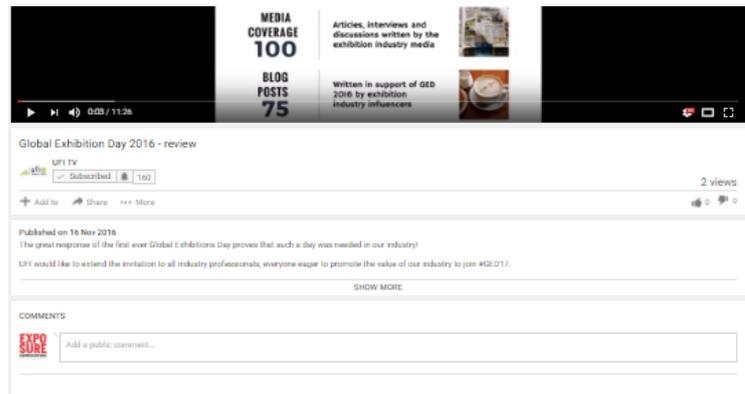
Share the Global Exhibitions Day Playlist

On www.UFI.TV UFI has created the GED Playlist. YouTube has an easy to use share button which lets you share the playlist on other social media channels, such as Facebook, LinkedIn or Twitter. HINT: You can also embed the playlist using the link provided by YouTube



Leave a comment

Start a discussion about points within the videos you have watched on the Global Exhibitions Day playlist.



Like the videos that you've watched

There are plenty of videos to watch and learn from in the Global Exhibitions Day playlist and if there are any which you enjoyed 'like' them by clicking on the thumbs up button.

Subscribe, comment, like and share others content

Global Exhibitions Day is a celebration of our community, so, as well as UFI's videos, share, comment on, like and subscribe to other exhibition industry colleagues, associations and companies.



Film is a unique way to engage an audience and we all now possess the power to make slick looking videos using a smart phone. Here are our top tips for creating content:

Plan

What do you want to achieve with your video? What are your key messages? Are you interviewing someone? Are you featuring your workplace? Do you need audio? These are some big questions you have to ask yourself when planning a video. If you don't know what you want to say, you won't be able to make a compelling video. HINT: Remember, this isn't Hollywood – this is Global Exhibitions Day. A video interviewing your CEO or showcasing an exhibition you work on could be more effective than a Blockbuster.

Who is your audience?

A big part of planning your film content is thinking about who it is for. There are a great number of audiences for Global Exhibitions Day, such as venues, exhibitors, suppliers, government, associations or organisers, and your video should be tailored to those audiences.

When and where

Depending on what you are filming, think about when and where this would be most effective. For example, if you are filming a person, a quiet area with no distractions will mean that the viewer will focus only on what the person is saying. Filming a person during the day will also mean you can use natural lighting to your advantage, saving time and money bringing in additional lighting. If you are filming a 'scene', for example, an exhibition, think about what part will best tell your story. If you are a logistics company, film the build, if you are an exhibitor, film you on your stand.

The subject

If you are being filmed for the video think about your responses. They should be short 'soundbites' rather than long sentences. Make sure you have thought about what you want to say and stay on message.

Do some research

Spend some time looking at other people's content for ideas, tips, what to do and what to not do. There are plenty of tutorial videos on YouTube about creating a YouTube video, so make sure to watch a few of those.

Share your video

Once you've created your video, make sure you've shared it amongst your other social media and more importantly on your own company website.

Make sure you've told UFI

If you've made a video directly linking to Global Exhibitions Day, make sure you tell UFI so it can be added to the Global Exhibitions Day playlist on www.UFI.TV.



We all now possess the power to make slick looking videos using a smart phone. To make sure that you use this power to its highest potential make sure you:

Lights....

Lighting is hugely important when filming and will make the difference between a film that looks poorly created to one that looks slick and professional. Choose a set that is quiet and simple - you don't want your viewers to be distracted from what you are saying. Use natural lighting in a room and bring in free-standing lights, such as lamps or desktop lights, to even up any shadows. Always make sure the person on camera is facing the light.

Camera...

Your phone is the camera, which means you need to have very steady hands. You can use two hands or a selfie stick. But to ensure absolutely no movement, you can invest in a low cost tripod specifically designed for phones.

Sound...

If you can't hear your subject clearly, then the video is going to look unprofessional and viewers won't want to watch the whole video. Make sure your subject speaks slowly, clearly and towards the camera and ensure that the set you've chosen has no background noises and close all windows and doors. Alternatively, there are microphones available to purchase that are designed for filming with a phone.

Final checks....

Make sure you:

- Enable flight mode to stop any disruptions
- Clean the camera lens
- Frame your shot by making sure you and your background are level
- Check your audio, you want to make sure there are no background noises that can disturb your audio. ***Ensure there is no music or TV playing in the background. If there is, this could lead to copyright issues***
- Do a test run

Action!

It is advisable to shoot in landscape, not vertical. Vertical videos on phones lead to two black stripes down the sides of a screen, which will not look professional. However, if you feel more comfortable holding your phone vertically, there are apps which will adjust the camera so that the black stripes don't appear.

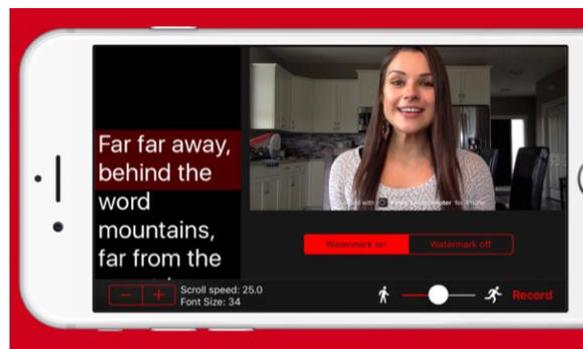
For more hints and tips...

Search for how to film a professional iPhone or Android video on YouTube. There are thousands of videos out there with great hints and tips about how to make the most of filming using a mobile phone.



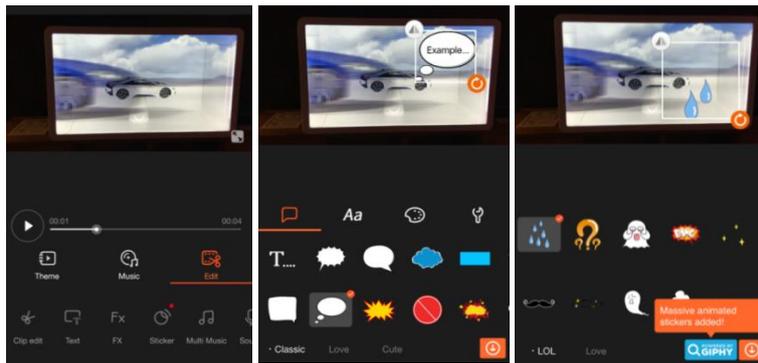
Video Teleprompter

This app lets you read your script at the same time as recording your video using the front-facing camera. Video Teleprompter automatically scrolls your script, meaning that when you read your script you're looking closer to the camera rather than off-camera. The only downside is there is a watermark in the corner on the free version.



VivaVideo

VivaVideo is a free video editor and movie maker. You can create your video using a variety of editing tools, trim and merge video clips, enhance your video with various texts, FX, stickers, music, filters, transitions, live subtitles, slow and fast motion and reverse effects. The free version lets you create a low-res version up to a certain size, the premium app lets you create a higher quality video.



Fade in Mobile Free

If you are planning to be a bit more creative with your video, you'll need to plan the video out. Fade in Mobile is a screenplay editor. It takes care of proper script formatting, including standard script styles and provides tools for quickly selecting character and location names for efficiently navigating your script.



Live video is becoming more and more common place with social media platforms adopting the ability to share video content instantly.

Facebook Live

Facebook Live is good for face-to-camera videos, as well as live-action shots from events and staged studio broadcasts. Use Facebook Live when you want to reach a lot of people, script a marketing message, experiment, and track results. You can choose your audience, respond to mentions and questions in real-time and watch reactions to the video.

At the beginning of the broadcast, followers who frequently interact with your page or profile will be notified that you have started a live video and once you have finished the video will be added to your Facebook content library.

Periscope

Periscope is twitters new live-streaming video app and once finished, the video is saved for 24hours.

Instagram

You can share a live video to connect with your followers in real time. Once a live video has ended, it's no longer visible in the app, unless you share a replay of it to your story.

COUNTRIES WITH RESTRICTED YOUTUBE ACCESS

A number of countries have periodically blocked YouTube, usually due to incidents within the country. Currently, the following have restricted or no access to YouTube:

- *China: Alternative platforms are Youku and Tudou*
- *Germany: restrictions to music videos and videos with background music*
- *Iran: Alternative platform is Mehr*
- *North Korea*

THANK YOU!