



RECORDING BEST PRACTICES

WEBCAM

- Can be internal computer webcam or external webcam plugged-in. Please make sure the camera is placed at eye level.

AUDIO

- Computer speaker audio should be fine; however, using a plug-in microphone/headset or earbuds with a mic will result in clearer audio with less background noise.

INTERNET CONNECTION

- Direct ethernet connection is preferred. If on WiFi, please ensure your connection is strong and secure.

SETTING

- Please make sure to be in a private, quiet space when recording, where minimal interruptions/background noise may occur.

VISUALS

- Please ensure you are in a bright lit room with even lighting (e.i. no windows with bright sunlight directly behind you) Tip: Facing towards a window will provide even light across your face.

SURROUNDINGS

- Please be aware that the audience will be able to hear and see everything you do and everything behind/around you in your setting. Please make adjustments to your comfort level for what you would like to be seen on screen.

EXAMPLES:

<https://vimeo.com/414000824/d6e50d31fd>

<https://vimeo.com/408594467/be8d188fad>

SAMPLE INTERVIEW QUESTIONS

OPTION A (*Sponsor Partner only*):

- How have your retail clients' technology needs changed as a result of the COVID-19 pandemic, considering the increased shift to online shopping?
- How can your product/solution help retailers to evolve their businesses to account for some of the long-term changes we're likely to see post-pandemic?
- What should retailers be thinking about as they prepare for what will be a unique holiday season? How can your business help them prepare?

OPTION B (Sponsor Partner + Retailer Client, Recommended!):

- (Sponsor) Tell us a bit about your company and services you offer.
- We have one of your clients here. (Retailer), can you tell us a little bit about your company as well?
- (Retailer) As a retailer, how have your technology needs changed as a result of the COVID-19 pandemic, considering the increased shift to online shopping?
- (Sponsor) How as a partner are you helping (Retailer) and other brands to evolve their businesses to account for some of the long-term changes we're likely to see post-pandemic?
- (Retailer) What is your business thinking about as you prepare for what will be a unique holiday season? And (Sponsor), how can your product/solution help retailers prepare?

Please email [Kristina Stidham](#) to customize your questions.