Five tips for successful video clips

Firstly, refer to WCPT’s platform and poster presentation tips.

What kit do you need?
Mobile phones can be used to record a video message. These should ideally be recorded in landscape (with the phone on its side). A small tripod or steady surface will be useful to prevent the camera from moving or shaking.

How long should it be?
You should be able to highlight key findings and implications for practice in two minutes.

Where do you upload it?
Videos can be uploaded to YouTube, Vimeo, an employer’s or personal website. Include the website address on your poster, platform slides and/or via the option in the congress proceedings upload system.

1. Aim to capture a ‘head and shoulders’ image which takes up no more than half of the picture, avoiding close-ups. Television news (above) provides a useful illustration.

2. To produce a clear image and avoid dramatic shadows, any lighting should be placed in front of the speaker and generally behind the camera; lighting which comes from behind the speaker, for example from windows on a sunny day, will tend to produce an undesirable glare.

3. Plain-coloured professional clothing is preferred to patterns, as are plain backgrounds, but you can’t always control for this.

4. The camera should be close enough to the speaker to ensure it can capture what you say. Videos should ideally be recorded in a quiet location or consider using a lapel microphone to minimise background noise.

5. Your highlights or key findings should be brief and concise – making them easier to deliver, but don’t simply repeat what is in your abstract, poster or PowerPoint slides; think about how you can add to it.