



Content and Filming Tips

Thank you so much for being part of Festival of The Girl 2021. We are thrilled to be working with you. This guide is to help you create the best video you can in the time you can offer. We will do the rest.

If you need our help with ideas or getting started, or have any questions - please call us.

Planning your content:

- **Remember you audience.** Most videos will be for girls aged 7-11, so the more interactive and involving the better. They need to feel inspired to get moving, creating and experimenting. With pre-recorded videos this means speaking slowly, leaving pauses, asking questions, and encouraging the viewer to do something with you. Kids TV presenters are excellent at this so check them out for inspiration.
- **Think of the whole visual.** A plain, white wall isn't fun to look at. Can you go to your A plain, white wall isn't fun to look at. Can you go to your place of work? Can you go outside? Can you create a background that links with your subject? Also think about your outfit, props, and maybe even a co-presenter (if you've got a youngster who can be involved - even better).
- **Enjoy it.** If you're having fun so will your audience. We are at a festival after all!

Specific Format guidelines

Start with: "Welcome to the Festival of the Girl 2021 and Happy International Day of the Girl!" (or similar).

- Share your name, what you do and a summary of what the girls will be watching in your film. e.g. I'm Kate, I'm an Engineer at Engineer World, and I'm going to show you how to build a really big den out of things you can find in your house."
- Let them know what they may need to engage throughout the film (whether it is materials like paper & scissors or large outdoor space). Let us know too and we can include it alongside the festival line-up on our website.
- Please end the piece by thanking them for watching and asking them to comment on the video in some way e.g. by asking a question, writing down what they built, sharing a picture of what they've done via (their parents') social media using the **#Festivalofthegirl2021** and **#girlpower**

Technical specifications:

Content length and channels

Festival content - between 5 and 15 minutes - Festival microsite, YouTube and social channels

- We need all footage by the end of Tuesday 31st August to allow editing time before the festival.
- Film embargos / guardian consent – everyone will receive a document that they need to sign with regards to the use of the video prior to the event and also for anyone who is under 18.
- We accept the following movie files: .mp4 or .mov (this is how your phone is likely to film anyway).
- Please send films (via wetransfer) to: info@festivalofthegirl.com.
- Include your name and title, a photo of you, your company logo (if appropriate) plus the name of your video for all pre-promotion and graphic overlays.
- Include a brief overview of what you'll be doing for promotional purposes.

How to best film with a phone: 7 things that make a big difference

1. Almost all modern phones have a great video camera attached. It looks best if you film landscape (i.e. with the phone on the side).
2. Use the camera on the back of your phone (selfie mode is not as good). You'll need another person to test what it looks like, or you can use a mirror behind your phone to see how you look on screen and mark your position on the ground with some tape.
3. Your phone needs to be still to record - if you have a helper we recommend they don't hold the camera unless what you're doing involves a lot of movement. For the best result use a mini tripod with a phone grip. If you don't have one use something as upright and steady as you can find.
4. Make sure you are as central as possible when fixing your position, the middle of the camera frame being in line with your eyes. If you are having your whole body in the frame, make sure the middle of the camera is central to the middle of your body or position.
5. Use as much natural light as possible. Positioning yourself by a window is ideal. The light needs to be behind the camera or to the side – never have the light behind you. Try to not use lamps or ceiling lights as these create shadows.
6. For the best sound, make sure you are as close to the camera as possible. A small microphone can make a huge difference so if you have one please use it.
7. Test, test and test again before you create your final version! It's rarely perfect first time so if you stumble just take a breath and carry on. The more you breathe, the better and happier you'll sound.

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