



Data Connectors
Cybersecurity Community | Since 1999

Virtual Cybersecurity Summit Video Best Practices

This information is intended for Vendor Partners who are sponsors of the Data Connectors Virtual Summit Series.

Updated July 2020

Video Requirements

Content Restrictions

Optional Features

LIVE Q&A Panels

Video Recording – Best Practices

Pro audio/video, for best recording

More Information

Video Requirements

- Provide an .mp4 video with ONLY the presenter speaking face-to-camera, as they go through the slides
- Send along slides in .pptx format - limit the automations where possible
- Provide some audio cue in your recording or with your slides (“on the next slide, you will see...”, etc)
- At the end of your presentation, mention to stop by your booth to answer any questions or to get a specific asset related to your presentation

Video editing- our professional editor will create a production-quality video for use at the event

Content Restrictions

- Presentations are to be Educational and NOT promotional
- Limit the use of phrases like: “What we do/offer” or specific product names
- Highlight specific features that company’s should look for without stating that you specifically offer them
- 20 minutes in length

Optional Features

- Polls
 - Live interactive Polling will be available during your presentation.
 - Please send any poll questions & responses (maximum 3) with your slides
- Electronic Chat Q&A
 - This will be available for all attendees during your session if they have questions.
 - A moderator (from the your team) can help field questions as they come in

LIVE Q&A Panels

- Q&A will be done via **LIVE video feed** as a panel, **separate from your main session:**
 - Speakers should plan to be on one live-stream Q&A video panel related to their session
 - This will be a moderated panel featuring the group of speakers on simultaneously
 - An email will be sent closer to the event day requesting your choice of panel times & topics
 - Plan to furnish in advance ~3 “seed questions”, each presenter will have roughly equal time to answer questions

Video Recording – Best Practices

For best results, keep these three things in mind when recording a presentation video:

1. Record in front of a window or a location with light centered in front of you
2. Camera at eye-level (slightly higher) – you want to avoid looking up presenter’s nose
 - a. Frame presenter from mid-chest up to 3” over their head
 - b. Keep hand gestures (good to have them) in that frame
3. Speak one beat SLOWER and one beat LOUDER than you would normally in a conversation
4. Do not worry about getting the recording done perfectly in one shot as our editor can correct any stumbles or mistakes
5. If you are using Zoom - ensure that you select RECORD TO COMPUTER (not Cloud)
6. Background: company logo is good, but assure the background behind is not distracting
 - i. Virtual Backgrounds are NOT recommended

Pro audio/video, for best recording

Here is the recommendation for good, click-and-go recording equipment:

Cameras:

- Camera: Sony HDRCX455/B Full HD 8GB Camcorder (Black)
Sony https://www.amazon.com/dp/B01950TERA/ref=cm_sw_r_tw_dp_U_x_A_R8EEb8KEE71H
- Get 2 of these SD Cards: SanDisk Extreme 32GB MicroSDHC UHS-3 Card - SDSQXAF-032G-GN6MA
SanDisk https://www.amazon.com/dp/B06XWMQ81P/ref=cm_sw_r_tw_dp_U_x_8S8EEbCMCF6ZH
- A tripod to make it all work well: AmazonBasics 60-Inch Lightweight Tripod with Bag

AmazonBasics https://www.amazon.com/dp/B005KP473Q/ref=cm_sw_r_tw_dp_U_x_4T8EEb0FENQHX

Microphone:

- Desk one - Marantz Pro MPM1000 - Studio Recording Condenser Microphone with Shockmount, ...
https://www.amazon.com/dp/B01C05AL4C/ref=cm_sw_r_tw_dp_U_x_179EEbN28HR76
- Wearable that plugs in - Rode smartLav+ Omnidirectional Lavalier Microphone for iPhone and Smartphones...
https://www.amazon.com/dp/B00EO4A7L0/ref=cm_sw_r_tw_dp_U_x_J89EEbE0S5SJR (for stand-up recording)

* All an Amazon with Prime delivery!

More Information

Please check back regularly for the most updated version of this document. If you have ideas/suggestions, please send them to marketing@dataconnectors.com.