

Webcast Video Instructions

Due Wednesday, July 31, 2020

All presentations will be pre-recorded to ensure the highest broadcast quality
(Speakers will not be required to be present on the day the webcast airs)

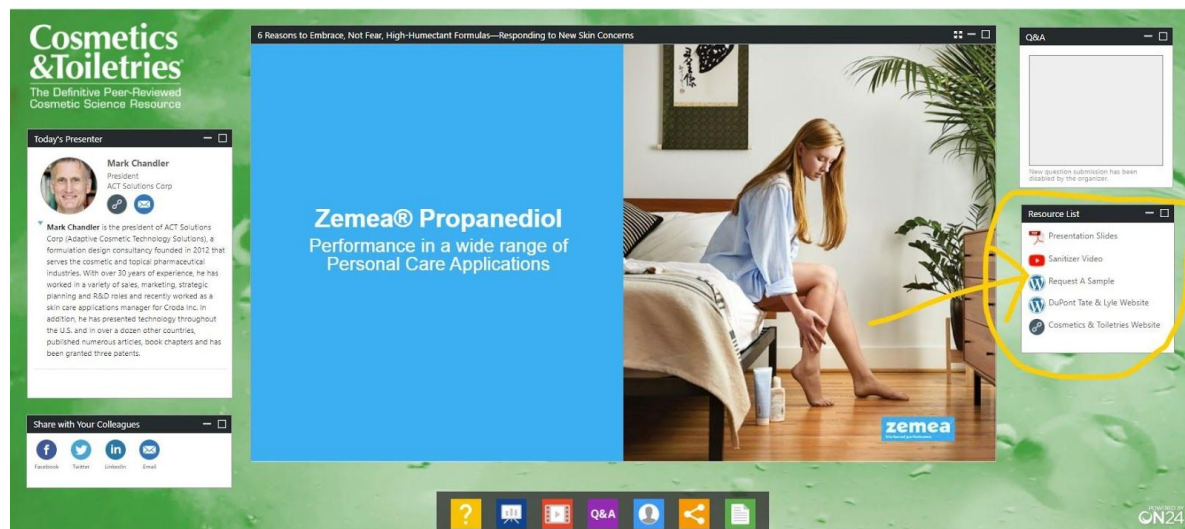
1. **Video must be in horizontal view *NOT* vertical view**
 - a. **Video needs to be HD (720 or 1080)**
 - b. It is highly recommended to use a microphone
2. Send your video to Andrea Blood at exhibitorcs@allured.com through a 3rd party large file FTP system, for example wettransfer.com
3. For Q&A at the end of your presentation:
 - Script the top three questions you receive about your webcast topic and include them at the end of your presentation.
 - o Say something like: "Now, I would be happy to answer some of your questions."
 - o End with "That's all of the time we have for questions, I will answer any remaining questions offline."
 - Request attendees to submit their questions online and someone from your company will get back to them directly.

Resources for Attendees on Your Webcast Page (screenshot example next page)

These links will be posted on the webcast page during your webcast, suggestions are:

- Link to Company or product website
- Link to Request a Sample
- Link to Company or product online store
- Link to Company or product show special page
- Link to Company's Youtube channel

Please send these materials to Andrea Blood at exhibitorcs@allured.com



Rehearsal Checklist for a Successful Webcast

Below is a rehearsal checklist to assist in having a successful webcast:

1. Talk Through – Structure
 - a. Say your content OUT LOUD using your notes
 - b. Check your structure to ensure a solid beginning, middle and end
 - c. Watch your verbal pace and filler words
2. Walk Through – Delivery and Timing
 - a. Stand or walk while rehearsing out loud, using notes as little as possible
 - b. Concentrate on posture, gestures, eye contact
 - c. Time yourself and cut extraneous details
3. Dress Rehearsal – Without Stopping
 - a. Rehearse, out loud, without stopping and no notes
 - b. Be brave and record yourself
4. Ask for feedback, self-critique and refine as needed