

## **Video Performance Guidelines.**

Here are a few pointers to help improve your posture, appearance and delivery when being filmed.

### **Positioning**

- Don't look at the camera unless told to
- Try not to rock back and forth too much when talking.
- Avoid standing with your arms crossed; this may make you look angry/defensive.

### **Performance**

- Qualify/include the question in your answer.  
For example if you are asked:  
*"How has XYZ helped your business"*  
You could reply using the following:  
*"XYZ has helped my business by...."*  
*"My business has benefited from XYZ because...."*  
*"Since using XYZ, the benefits to my business have been...."*
- Wait a couple of seconds before answering the question to ensure that the interviewer has finished speaking, this makes it easier for us when editing.
- Avoid saying "erm" or "um" at the beginning of each sentence, it's better to just pause in silence until you know what you are going to say.
- Don't worry if you make a mistake, everyone makes mistakes. If you do make a mistake, don't throw your arms in the air and start panicking, stay on your spot and try not to move too much in case we need to do an edit at a later date.

### **Clothing & Appearance**

- Please do not wear green or anything with tight stripes such as stripy shirts/blouses
- Ladies may want to bring their makeup.
- Don't worry if you feel yourself getting hot and sweaty, everyone gets hot under the lights and we will give you something to mop your brow if needed.

### **Mobile Phones**

You guessed it... Turn it off! Even if it's on silent, the radio waves from your mobile can interfere with our radio microphones.

**Don't panic or worry, it's not live TV and no one is going to judge your performance.**