

Your Webinar: Make the Audience Curious

To draw the attention of eREC visitors to your webinar, we would like to offer you the possibility to pre-upload a "teaser video" on our social media channels and website. This video aims at giving viewers a brief preview of your webinar. That will allow you to reach a wider audience. While a "teaser video" is not a necessity, we still encourage all speakers to take this opportunity to promote their presentation. Here are some more things you should consider when planning your video:

1 Length

Since the video is only meant to be a brief teaser to arouse the curiosity of potential viewers, you should limit the video to a maximum of 1:00 - 1:30 minutes.

2 Content

Introduce yourself and your company first, then you can discuss the content of your webinar. The following questions can help you to structure your "teaser video":

- ➔ Who are you?
- ➔ What position do you hold?
- ➔ For which company do you work?
- ➔ What is your presentation about?
- ➔ What are the key questions you will address in your presentation?
- ➔ Why should the viewer attend your webinar?
- ➔ When will your webinar be featured at eREC?

But remember, the video only wants to make the audience curious, so don't give too much away!

Tip: Try to record your video while standing or sitting in front of a neutral background and make sure that no background noise is heard. The video should be of similar high quality as the final webinar.

3 Technical Requirements

Take a look at the technical requirements your teaser video should meet:

- ➔ Video Resolution: Width/Height 1.920 × 1.080 (FullHD Format 16:9)
- ➔ File Format: mp4
- ➔ Video Codec: H264 – MPEG-4 AVC (part 10) (avc1)
- ➔ Audio Codec: MPEG AAC Audio (mp4a)
- ➔ Bitrate: 300 kbit/sec.