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# TeachingEnglish live events – proposal video

## How to record your proposal video

### What/who is it for?

- Your video will be used by the TeachingEnglish team to help evaluate your proposal. It will not be published anywhere or shared publicly

### How long should it be?

- Between 40 seconds and 70 seconds maximum

### What to include

- Your name and (optional) where you're from or what your job/specialist area is
- What your webinar is about and what teachers will learn from it

Here are two sample scripts (but please feel free to change this to suit your topic and personal style!)

**SAMPLE 1:** *Hi, I'm NAME, from PLACE, and I want to invite you to my webinar. My webinar is all about ... I'm going to show you how to ... (using .../to encourage ...) You can register to join me in Zoom or watch the webinar live on Facebook. Hope to see you there!*

**SAMPLE 2:** *Have you ever wondered about/thought about ...? If so, join me, NAME, in my webinar for (primary/secondary) English teachers. I'm excited to show you how to ... and ... / We'll look at three practical strategies for .../to help our learners ... You can register to join me in Zoom or watch the webinar live on Facebook. I'm looking forward to it!*

### What not to include

- Any logos, images or screensharing
- Anyone else in the background

## Advice for recording high-quality content

### You can record the video where you like, but remember:

- choose somewhere quiet. The sound quality is perhaps the single most important thing to get right
- try to make sure there is light in front of you, not behind you. For example, make the video facing a window. Natural light is often much 'kinder'/softer than artificial light
- plain, neutral backgrounds are good – a plain wall is perfect. Take a photo and check what viewers will see

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- don't have other people in the video (we would need their consent) unless you are proposing to present together
  - have head, shoulders and torso in the frame, with a lot of space around you and above your head
  - don't wear a big headset for these videos unless absolutely essential (if you don't have a microphone on your mobile)
  - avoid looking down at or looking up to the camera: sit or stand so that you can look straight ahead into it.

### **Portrait (preferred over landscape)**



### **How to set up your mobile phone**

- We recommend using your phone with a stand, or on a window frame, to make use of natural light.
- Film in '9:16 portrait' mode.
- Record in the highest possible quality on your device (FHD/HD) with the highest possible fps rate (30–60).
- Record without a headset, unless absolutely essential (e.g. if you only have a microphone on a headset)
- Speak naturally, looking at the camera. Smile :) .

### **If you don't have a mobile to record the video**

If you don't have access to a mobile phone, and recording on your laptop is the only option, you could record via Zoom or another web-based service, like Loom or Screenpal. However, the image quality is likely to be reduced.

### **Sending the video**

The initial recording should be saved to your device, then uploaded somewhere like Google Drive so that you can share the link. Files are likely to be large (.mp4/.mov the preferred formats). Please check the privacy settings to make sure anyone with the link can view or download the file.

Need more advice or have questions? Please write to [teachingenglish@britishcouncil.org](mailto:teachingenglish@britishcouncil.org) and ask. 😊

[www.teachingenglish.org.uk](http://www.teachingenglish.org.uk)