

FALLING WALLS LAB

How to Create Falling Walls Lab Videos of the Presentations and Highlights

A video is an excellent way to spread the word about your Falling Walls Lab. It allows a much larger audience to take notice of your event, and leads to a long-lasting marketing effect for your Lab. The following instructions should give you a good overview of what to look out for.

- 1) **STAGE SETUP:** Make sure the stage setup is correct, including Falling Walls Lab branding and the countdown clock. Let the participants speak either below or next to the presentation. Both the participant and the screen have to be visible in the videos.
- 2) **LIGHT:** Ensure good lighting. Ideally, a spotlight will be placed on the presenter. If your lights are stationary, make sure the presenter is positioned in the right spot.
- 3) **AUDIO:** Sound is possibly the most critical part of your video. No matter how good the talk may be, if the sound is bad, no one will watch it. Ideally, your presenters will use a headset for their presentation. This gives them more freedom to gesticulate and bring their ideas across enthusiastically.
- 4) **VIDEO:** Use at least two cameras to capture the talks. Ideally, one camera will capture the presenter's movements, the audience, and close-up shots. The second camera should be positioned in one spot and capture the entire stage including the presenter and presentation.
- 5) **EDITING:** Start your video with a shot of your Falling Walls Lab logo. A viewer should immediately know at which Lab the talk took place. Make sure to cut to the slides that a presenter refers to during his/her talk, and end your video with a shot displaying all partner logos as seen on your marketing poster.
- 6) **HIGHLIGHTS:** A well-produced highlights video is a key marketing tool for your Lab. In many cases, a highlights video is the main impression the target group, potential contributors, and the public get of an event. Make sure to include scenes of the presenters, the jury, the audience, interactions, and the location. You can watch our highlights video for inspiration here: falling-walls.com/lab/about/.