



WALES BUSINESS AWARDS 2023

How to create a video entry

This year we are asking entrants to include a 3-4 minute video answering some key questions about your business.

In our experience, a short video is an extremely powerful way to bring your business or organisation to life. The videos will count as part of your entry and will be viewed by the judging panel of your category. With your permission, we may feature these as part of the shortlist of finalists during the awards ceremony.

How to record your video

Using the technology around you, it couldn't be simpler to record and submit your Wales Business Awards video.

We would recommend using your smartphone, but you can use Zoom or other video recording equipment that you have access to. Remember, we're not asking for a polished documentary, as you will be judged on the content rather than its production quality.

Our partner, [Effective Communication](#), has kindly provided some top tips to help you along the way:

- **In advance, prepare your answers by writing them down and practising** - when recording, try and refrain from reading directly to make it more natural, although you can if it makes it easier for you!
- **Check your smartphone's settings** – Go to your device's settings, click on Camera and click on Record Video. Ensure you have selected at least 1080p HD record quality for your video.
- **Find a light and quiet environment to record** – You want to avoid recording with your back to a window and if you need to, turn a light on to brighten up the video. We'd also recommend closing any windows and reducing your background noise as much as you can.
- **Record in landscape** – recording your video in landscape will provide the best possible angle. You can either do this by holding out your phone in a selfie type stance, ask a friend or colleague to hold your smartphone for you

or by carefully balancing it on a shelf or table. If you have a tripod available, even better!

- **Practice makes perfect** – there aren't many one take wonders out there, so be prepared that it may take a couple of goes to get it right. The more you practise and check the quality in playback, the more confidence it will give you in front of the camera.

Once you are happy with the result, upload your video to a suitable video-sharing platform where the Chamber can download it from. We'd recommend using [Dropbox](#), [Google Drive](#) or [WeTransfer](#) as they are all free to use.

Once uploaded, click Share or in the case of We Transfer, it will provide you with a sharable link that you can copy and paste over to your entry form.

If you're still having issues with your video, Effective has offered to provide further guidance regarding upload options – chamber@weareeffective.co.uk

Here's a reminder of the questions that you need to answer:

1. Provide a brief description of your business, describing the products / services you provide
2. Describe your plans for future growth / development
3. Why should your business win this category?
4. Explain how winning this category would impact your business