

## Marketing Presentation Video

1. Exhibitors can earn Champion Exhibitor Points by presenting an individual Marketing Presentation Video.
2. Topic of Marketing Presentation Video is “Why Should you come to the 2019 Central Florida Fair to purchase MY Market Project?”
3. Exhibitors must compose an original video based on their own research. Use of Skill-a-Thon materials is allowed, however the focus of the video should be on the Marketing of your Market project and the tools you used in the process. Assistance in recording the Marketing Presentation is allowed.
4. Exhibitors can use their animal in the video. Exhibitors may create a market Tri-Fold like they have created in the past. Originality is a big portion of your Points, along with tone, eye contact, dress, hand motions, etc. However, the tri fold will not be judged if you decide to create one for your presentation.
5. The exhibitor must be in the video and the judges visually able to see them throughout the presentation.
6. Length of Marketing Presentation Videos will be 3-5 minutes. Anything over or under the time limits will deduct points.
7. Exhibitors are required to be in Official Show Attire when doing presentation.
8. Failure to adhere to the rules may result in disqualification.
9. Since all videos will be judged prior to the Fair, all video registration forms with video link must be submitted on or before February 15<sup>th</sup>, 2019.
10. Students will fill out a Google Forms with a link to their video. All videos will need to be uploaded on or before February 15th, 2019. Please Note: Videos on DVD or CD will not be accepted!!! IF you use YouTube please keep the video open on YouTube until the end of the Central Florida Fair.
11. The Central Florida Fair will have the right to publish any video.
12. The top five videos in each market species will be asked to give a live presentation in front of three judges at a pre-scheduled time during the Central Florida Fair.

# HOW TO CREATE A DEMONSTRATION/ILLUSTRATED TALK VIDEO

## 1. Preparing your Marketing Presentation Video

- A. Within the 3 to 5 minute time limit
- B. Introduction – Body – Summary
- C. Use the judging sheet to assist in your preparation

## 2. Resources on ‘How to Do an Demonstration’

- A. *Visual Communication*, Ricky Telg, Professor UF/IFAS CALS  
<http://edis.ifas.ufl.edu/WC101>
- B. *4-H Presentation Manual*, University of California. <http://4h.ucanr.edu/files/2193.pdf>
- C. *Do a Visual Presentation*, Stacey Ellison, Regional Specialized Agent Florida 4-H.  
<http://edis.ifas.ufl.edu/pdffiles/4H/4H16300.pdf> 4HGCO59
- D. *FSF Demo Webinar*, Georgene Bender, Regional Specialized Agent (Retired) Florida 4-H  
<https://www.youtube.com/watch?v=JiBg2YF96Io&feature=youtu.be>

## 3. Preparing to Video your Marketing Presentation

- A. Equipment
  - Video Camera, Camera with video ability
  - Microphone
  - Tripod
  - Lights
- B. Person to shoot the video
- C. Set –up of your video location
  - Small room – normal 8’ ceiling height
  - Place your demo table in front of a blank wall
  - Place an easel/screen to one side
  - Make sure the light source is to the camera’s back
- D. Filming
  - Film at time without distracting noise, traffic, phone ringing, etc
  - Make sure your outfit is **official show attire** (required) and that it does not bleed into the wall color.
  - Straight shots: Introduction – middle and ending
  - Overhead shots: Specific “how-to” in the middle
  - Film overhead shots separately and edit into the main video
  - Move the tripod to table and turn the camera looking down on the table; here you can shoot your hands putting items together and get a better video of what you are doing.
- E. Audio
  - A good video has an excellent audio. Types of microphones are **lavalier** (clip-on), **hand-held** and **shotgun** (very long and attach to camera- very sensitive). Many cameras have audio, check if an external microphone such as a lavalier can be used.
  - Test your internal microphone before filming. If you can use an external microphone, a lavalier microphone is suggested. It allows for movement as you demonstrate.

#### E. Lighting

Test the lighting in the room for a sample video shot. Will it wash out the speaker or cast shadows?

Secure external lighting to highlight the speaker and table. The lighting should be parallel to the camera towards the film area.

#### 4. Lights – Camera – ACTION

A. Practice first before shooting

B. After a few practice runs, now shoot a sample

C. Review the video

*Does it appear seamless?*

*How is the lighting? Are there problem areas to fix?*

*Is the audio clear and understandable?*

*Check the timing – are you within the limits?*

*Does the video flow well and easy to follow?*

D. After fixing any parts of your demonstration, re-video

E. When you are satisfied with you video, make sure you save it with your Title, Name and Species. *IE) MaggiesMeatMarket.JacquelineStough.Steer*

#### 5. Submitting Your Video and Registration Form

A. Deadline is **February 15, 2019**

Entry Form with Video Submission

- Registration Forms are located under the Species Tab at [www.Centralfloridafair.com](http://www.Centralfloridafair.com)
- Open the Livestock page
- Click on the On-Line Video Registration Form. Fill out the form electronically and submit the form. Make sure all required information is included – especially the **link** to your video.

Video Submission: *YouTube.com*

- Upload as **Unlisted** so that only you and the Central Florida Fair have access.
- File Format must be .MP4 or .WMV
- Instructions are available at <https://www.youtube.com/watch?v=e3JvQAPY9eY>

*Check how the video displays on YouTube...if it does not post as you would like, then troubleshoot and re-do or upload again. Be sure to identify this is an edited video in your title.*

B. Copyrights and Trademarks

Entries must not violate any copyrights or trademarks, including music. Here is an example of some sites that hosts licenses for music for your use:

<http://creativecommons.org/music-communities> ;

<http://www.youngfilmacademy.co.uk/student-zone/copyright-free-music>

Be sure to cite your use of any music with a text over your video or a poster with its credit.

On posters or slides – do not use brands copyrights or trademarks, create your own brand and cover the brand. This will eliminate the loss of points. Just crediting the brand is NOT acceptable.