Briefing Note for VTM Video Presentations

VTM Video Presentation – The Concepts

People are overwhelmed by information. The only effective way to get your message through is by concentrating the message and keeping it simple.

The vast majority of Trade Mission presentations are far too long. They are padded out to fill the time allotted, rather than trying to concentrate the issues to be covered.

It is our experience that most commercial presentations can be effectively delivered in 10-12 minutes. Any relevant details supporting the presentation can be provided in files that can be downloaded by those interested in that level of detail.

The format proposed is designed precisely to provide this result.

Introductory Videos

The following videos have been created following the formulae set out in this Paper. They also provide extra visual information to allow you to provide the details we need to create your video:

➢ TradeTech's Guide to VTM Video Presentations
➢ TradeTech's Guide to VTM Video Audio Files
➢ Avatar Personalisation. Cloning voices and creating personalised avatars.
➢ TradeTech's Female Avatars
➢ TradeTech's Male Avatars

VTM Video Presentations – Video Creation

All presentations for the Virtual Missions will be pre-recorded. There is a very tight schedule for the numbers of presentation scheduled which does not allow any scope for time overruns.

The basis of TradeTech's videos is a PowerPoint file plus supporting audio text. However, you may want to provide your own pre-recorded video. In these cases, we would still request that you follow the general structure set out below.

This general video structure allows participants to quickly anticipate and absorb the information to be presented. Broadly this is:

1. Introduction to the presentation
2. Agenda of the presentation
3. Introduction to the presenter's organisation
4. Presentation content
5. Conclusion(s)
6. Organisation's contact details + names of any files to be downloaded

There should be no more than a total of 15 slides and overall audio time should be about 10 minutes (that's about 1,500 words of text).

Presenters should use their standard organisation colours, fonts, images, logos etc.

Video Creation - Options

Presenters have 3 options:

1. They create their own video - but within the agreed Guidelines (see above).
2. They provide PowerPoint slides with written audio texts for each slide and TradeTech will create the video from these files - using existing avatars and AI voices.
3. The same as (2) but TradeTech will generate a personalised generated avatar (see Personalised Generated Avatar).
4. The same as (2) but the presenter also provides a sample photographs or video of the presenter (see below) and\or audio file so that TradeTech can create an avatar "twin" of the presenter.[1] (See Appendix Two – Guidelines for the PowerPoint Presentation and Appendix Three - Personalised Avatar Instructions.

For options (2) and (3) TradeTech will be responsible for the creation of the videos and their translation into various language formats. However, before publication, they will be made available to presenters for approval.

Video Presentations - Multilingual Versions

The ICC Ukraine's Global Export Promotion Program will include a concentrated series of Virtual Trade Missions. These Virtual Trade Missions will target SMEs and endeavour to ensure that all collateral will be provided in the relevant local language – including the presentations.

In all 3 options above, where relevant, multilingual versions will be created using AI; although presenters will always have the option to check videos before they are published.

What we need from presenters

N.B. We provide you access to an online form where you can upload all the relevant files and information as you collate them; see Appendix Five – Acceptable File Formats.

For options (2) and (3) above - to Create the Video

1. You should provide a PowerPoint presentation together with a word or text file with the audio that we should generate for each slide. (As we would like to limit the length of these videos to c.10-12 minutes - we would suggest that you aim for about a total of 1,500 words of supporting audio text.)

   a. See Appendix One – Drafting Text - Guidelines.
   b. See Appendix Two – Guidelines for the PowerPoint Presentation.
   c. See Appendix Three - Personalised Avatar Instructions.
   d. See Appendix Four - Recording Script to Clone a Voice.

2. We will be using AI to create the video (and translate the slides and audio for each national audience). If you choose option 2 above, you should specify the profile of the avatar; these options are made available in the online form we provide.

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[1] Please note that TradeTech Solutions cannot guarantee the security of these personal avatars and therefore cannot accept any responsibility for their use by any black hat actors.

3. If there are any files you would like to be made available for download at the end of the presentation, you should let us have these. (Please note, we will not translate these.)

4. For a personalised avatar, you should also provide (i) a head & shoulders shot of the presenter - optional - for the bio description of the presenter (ii) a copy of your logo and (iii) the colour specifications of any corporate colours.

Avatar - Presenter's Choice

As outlined above, the presenter can choose:

❖ A standard avatar and AI voice; or
❖ A personalised avatar with cloned voice (this will require specific authorisation as well as the necessary photo, an audio or video files, depending on the personalisation option chosen).

Other Details

1. The title of your presentation – and if appropriate your strapline.
2. Permission to use the organisation's logo on supporting collateral.
3. What poll would you like to be held after the presentation? (As standard we will have a general appreciation poll for every presentation, which we will share with you - so the tailored poll should be more for specific feedback that you would like to have).
4. Confirmation of what you can offer as a gamification prize e.g. a discount on an existing service or a free 15 minute consultation.
5. All copyright and Intellectual Property rights remain with their owners.

Nearer the time, we will also send you details on how you can access the event platform and explain how questions can be asked and you can reply.

N.B. You will be provided with a copy of your video presentation in mp4 format - you are free to use this however you wish.

Appendix One – Drafting Text - Guidelines

General Consideration for writing the Audio Text

The text you provide will be spoken – and should be written as such. Allow for spaces between key sentences. Imagine that you are in front of an audience reading the text out loud. Therefore, typically in the first slide, you should give a "Welcome" message and in the final slide a "Thank you for listening" message.

Do not simply write what is shown on the slide – everyone can read. The audio text should reinforce and provide more context to the text and images shown on the slides. Also, you must provide some audio text and not leave a slide silent. The time a slide is visible is linked to the length of the related audio.

Pauses

Incorporate Punctuation Marks

- ➢ **Hyphens (-)**: Separate syllables for clear pronunciation.
- ➢ **Commas (,)**: Create shorter breaks.
- ➢ **Periods (.)**: Introduce longer breaks with downward inflection.

Longer pauses in seconds

🕐 Each pause represents a half-second break; you can add multiple pauses for a longer break. Show this in the script you send to TradeTech with "P + number of sends\half seconds".

Ensure Correct Spelling and Language Consistency

- ➢ **Spell Correctly**: Double-check your script for spelling errors. However, see Pronunciation below.
- ➢ **Language Consistency**: Avoid mixing languages. For instance, do not include Arabic words in an English script.

Pronunciation

Sometimes the avatar does not pronounce a word correctly. In these cases, we can type the word exactly as it should pronounced. This is particularly useful with **Acronyms** e.g.:

- ➢ "AI" should be "a-eye."
- ➢ "AWS" becomes "a-double you-s."
- ➢ You can also use hyphens (-) to emphasize pronunciation

Writing Numbers

You can write out numbers or use phonetic spelling for clarity. Examples:

- ➢ "2012" should be "twenty twelve."
- ➢ "3/8"" becomes "three eighths of an inch."
- ➢ "01:18" should be "one minute and eighteen seconds."
- ➢ "10-19-2016" is "October nineteenth two thousand sixteen."
- ➢ "150th CT NE, Redmond, WA" should be "150th Court Northeast Redmond Washington."

Translation Considerations

The following guidelines are valid both for the audio text as well as the text used in the slides.

When preparing text for translation, you should use:

- ➢ Simple words.
- ➢ Very simple sentences.
- ➢ Short sentences - no sentence being longer than 1 line in the text box.
- ➢ Bullet points to list key points you want to make.
- ➢ Short paragraphs to separate different concepts you want to communicate.

You should not use:

- ➢ Complex business terms.
- ➢ Cultural or sporting references.
- ➢ Foreign words.
- ➢ Metaphors.
- ➢ Slang or jargon.
- ➢ Idioms. These rely completely on contextual and cultural understanding.

If at all possible, you should also avoid:

- ➢ Acronyms.
- ➢ Similes.
- ➢ The passive tense.
- ➢ Using the word "you". Many languages have different forms representing not just "singular" and "plural" forms but also different degrees of formality.
- ➢ Any sentences or phrases which could be ambiguous.

Appendix Two – Guidelines for the PowerPoint Presentation

The maximum length of the videos is 12 minutes. In practice, this will mean an absolute maximum of 15 slides.

The slides should allow space for where an avatar can be placed; usually on the right hand side of the slides. – In the VTM Presentation Template, at the end we provide examples of 4 possible avatars and the 3 formats available[2]. By all means use these to show where you think they could appear on your slides.

The VTM Presentation Template is for guidance only. You may well have your own PowerPoint Templates which you prefer to use (fonts, images, backgrounds etc.). However, we would ask you to follow, as far as possible, the draft structure.

1. Introduction to the presentation
2. Agenda of the presentation
3. Introduction to the presenter's organisation
4. Presentation content
5. Conclusion(s)
6. Organisation's contact details + names of any files to be downloaded

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[2] We will provide further avatar options.

Appendix Three - Personalised Avatar Instructions

Personalised Generated Avatar

If you would like us to generate an avatar for you, then please let us know:

➢ Male or Female.
➢ Age.
➢ Ethnicity.
➢ General Description.

The online form that we provide you will list the details of these options.

Photographs

We can also generate an avatar who looks like you. All you have to do is provide us with some photographs.

Preparation and Technical Requirements

1. The lighting should be good, with no shadows on the face.
2. There can be a mix of backgrounds, but we would recommend using a neutral background, so that the focus is on the person.
3. The photographs can be taken with a smartphone or camera – but photographs must be high resolution.
4. The files should be in the format png, hpg or WebP.
5. Clothes. The photos can be in a variety of outfits – or just one that you would wear to make a presentation.

To be avoided

1. No group photographs.
2. No sunglasses.
3. No pets.
4. No low resolution images or screen shots.
5. No old photographs or photographs that are overly edited or do not represent how you currently look.

Photographs to be taken

1. Expression Shots from the front – You should take photographs of the Full Face with 3 different expressions:

   a. Smiling.
   b. Neutral.
   c. Serious.

A total of 3 photographs.

2. Angles:

   a. The Full face – right hand side and left hand side
   b. Head and shoulders – right hand side and left hand side.

c. Full figure -front, right hand side and left hand side.

An additional maximum of 7 photographs for a total maximum of 10 photographs,

File Naming Convention

Please make sure that the files are named as follows:

1. Name of the person_Full_Face_Neutral
2. Name of the person_Full_Face_Smiling
3. Name of the person_Full_Face_Serious
4. Name of the person_Full_Face_Righthand
5. Name of the person_Full_Face_Lefthand
6. Name of the person_Head_and_Shoulder_righthand
7. Name of the person_Full_ Head_and_Shoulder_lefthand
8. Name of the person_Full_Figure_Left_Hand
9. Name of the person_Full_Figure_Right_Hand
10. Name of the person_Full_Figure_Front

If, for any reason, you don't provide us with all of these photographs, we can still provide a personalised avatar for you.

File Delivery

TradeTech will provide you with a link to an online form where you can upload your photographs (and other information and files that will be needed to create your avatar, presentation video and supporting & promotional collateral).

Video Production

Recommended

➢ Submit 2-5 mins of footage (required)
➢ Use a high resolution camera (Use professional cameras for the best results. Mobile phones or webcams can also work.)
➢ Resolution: We recommend filming in 1080p for higher avatar quality. 4K at 60FPS is even better.
➢ Record in a well-lit, quiet environment
➢ Look directly into the camera. Maintain direct eye contact with the camera at all times. Avoid looking around or up and down during the recording.
➢ Continuous Shot: Do not edit or cut the footage in the middle. It should be a continuous shot.
➢ Pause between each sentence with your mouth closed (2-3 second pause at the start of the video. 1-2 second pause in the middle between long sentences.)
➢ Stability: Stand still and avoid sudden head motions or unnatural body movements. Be natural and calm. Your avatar will perform exactly as you do.
➢ Use generic gestures and keep your hands below your chest.

Things to avoid

➢ Stitched or cut footage
➢ Talking without pauses
➢ Changing positions while recording

- ➢ Loud background noise
- ➢ Shadows on or overexposure of your face
- ➢ Diverting your gaze or looking around
- ➢ Hand gestures above the chest
- ➢ Use of pointing gestures

To make your avatar lively and expressive, **exaggerate your emotions when speaking**. Feel free to talk about any topic in the language of your choice. Be yourself, look into the camera. Remember to smile and take pauses with lips closed.

2 Ways to Record Footage

There are two ways to record footage for your Personalised Avatar:

1. Record with webcam.
2. External to your PC, either a professional camera or your smartphone.

Regardless of which recording method you choose, you will need to record a video of the consent statement. The consent statement video must be from the same person as the footage.

Consent Statement

A formal consent statement must also be video-recorded and sent along with the footage to approve usage of your footage. An example is given as follows:

"I, (name), hereby declare that I authorize HeyGen to use the footage of me to build the HeyGen Avatar and use it in my HeyGen account."

(We use the Heygen platform to create the videos and personalised avatars.)

Appendix Four - Recording Script to Clone a Voice

This can be done either by simply recording or in the video recording described above. In both cases, choose a topic that you feel comfortable to talk about.

1. Be relaxed and in a quiet environment.
2. When you breathe, do not do this too close to the microphone in case it records "heavy breathing".
3. Speak clearly and keep your tone steady and speak in a natural way.
4. It's important that your audio has clear (or even exaggerated) enunciation and pauses in between sentences.
5. The recording should last about 2 minutes, that's about 300 to 350 words.

It can be anything, as long as it keeps you focused and helps you enter the presenter mode. For example:

➢ Deliver a Product Update.
➢ Introduce Your Business.
➢ Give a Self Intro.
➢ Give a Sales Pitch.
➢ Give a Training Lesson.

If you do not have anything ready to hand, we provided some generic text that you can use below.

By Simple Audio Recording

You can record your text on your PC or smartphone. (See Appendix Five for acceptable file formats.)

"Hello, Everyone! My name is (**insert your name**). I'm feeling really good right now and speaking in a relaxed tone, and I'm very confident that I can do well on this recording. I'm in front of the microphone and ready to start.

<Close your mouth and breathe through your nose>

My pronunciation is clear, and I'm feeling very relaxed because this process has been simple, easy, and enjoyable. I'll be making some natural, slight hand movements throughout the recording, but I won't be moving my body or head too much. These subtle gestures will help me feel more natural and relaxed.

<Close your mouth and breathe through your nose>

My tone of voice is steady, and I'm speaking in a natural way. I'm taking a pause between sentences, closing my mouth and breathing through my nose. I'm in a relaxed mood, and this recording process is really fun.

<Close your mouth and breathe through your nose>

I also want to share something interesting with you. I'm thinking about some happy memories, and it's making me feel like life is very full and interesting. I'm holding onto this relaxed and happy mood and hoping to keep it forever.

<Close your mouth and breathe through your nose>

If you like my voice or have any suggestions as to how I can improve my voice, please do let me know. Feedback is always helpful, even when it is critical. That's how we learn after all.

<Close your mouth and breathe through your nose>

If there any special words or technical vocabulary that I use, I will enunciate them here, for example, (**insert your words**).

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

I am really curious to hear how my clone sounds. It'll be really strange to hear somebody else speaking like me; especially if I start speaking foreign languages.

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

It's a great pleasure to meet you today, and I'm looking forward to seeing how this recording turns out. So far, everything has gone well, and I hope things are going well for you too.

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

OK, that's it. I'll now send my audio file over to TradeTech, but first I'll check it to make sure I'm happy with the recording."

By Video Recording

The audio should be automatically recorded while you are making the video.

If you're not prepared for a speech without a script. We have prepared this 2 minute script for you.

"Hello, Everyone! My name is (**insert your name**) I'm feeling good right now and speaking in a relaxed tone, and I'm very confident that I can do well on this recording. I'm in front of the camera and ready to start.

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

The lighting is good, and there aren't any harsh shadows on my face. My pronunciation is clear, and I'm feeling very relaxed because this process has been simple, easy, and enjoyable. I'll be making some natural, slight hand movements throughout the recording, but I won't be moving my body or head too much. These subtle gestures will help me look more natural and relaxed.

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

I'm not wearing glasses or any other accessories, so my face can be clearly displayed. My tone of voice is steady, and I'm speaking in a natural way. I'm taking a pause between sentences, closing my mouth and breathing through my nose. I'm in a relaxed mood, and this recording process is really fun.

<p align="center" style="color:green"><Close your mouth and breathe through your nose></p>

I also want to share something interesting with you. I'm thinking about some happy memories, and it's making me feel like life is very full and interesting. I'm holding onto this relaxed and happy mood and hoping to keep it forever.

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If there any special words or technical vocabulary that I use, I will enunciate them here, for example, (**insert your words**).

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<Close your mouth and breathe through your nose>

It's a great pleasure to meet you today, and I'm looking forward to seeing how this recording turns out. So far, everything has gone well, and I hope things are going well for you too."

Appendix Five – Acceptable File Formats

For Logos:

PNG

PNG is short for Portable Network Graphic, a type of raster image file. It's particularly popular file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds.

GIF

GIF stands for Graphics Interchange Format. GIF is a raster file format designed for relatively basic images that appear mainly on the internet. Each file can support up to 8 bits per pixel and can contain 256 indexed colours.

JPEG

JPEG files (or JPG files) are a type of raster image file format that uses compression to store data, and has the file extension jpg. This compression allows for smaller file sizes, which makes them ideal for use on the web.

For Photographs

PNG

PNG is short for Portable Network Graphic, a type of raster image file. It's particularly popular file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds.

HPG

HPG is the filename extension of files containing ASCII characters and plotter control commands coded in Hewlett-Packard Graphics Language.

WebP

WebP is a modern image format that provides superior lossless and lossy compression for images on the web. Using WebP, webmasters and web developers can create smaller, richer images that make the web faster.

For Videos

MP4

MPEG-4 Part 14, or **MP4**, is a digital multimedia container format most commonly used to store video and audio, but it can also be used to store other data such as subtitles and still images. Like most modern container formats, it allows streaming over the Internet.

Audio for voice cloning

M4A

The **M4A is an mpeg-4 audio file**. It is an audio-compressed file used in the modern setting due to increased quality demand as a result of cloud storage and bigger hard drive space in contemporary computers. Its high quality keeps it relevant, as users who need to hear distinct sounds on audio files will use this over more common file types.

MP3

The **MP3 audio file** is an MPEG audio layer 3 file format. The key feature of MP3 files is the compression that saves valuable space while maintaining near-flawless quality of the original source of sound. This compression makes the MP3 very popular for all mobile audio-playing devices, particularly the Apple iPod.

WAV

A **WAV audio file** is a Waveform Audio File that stores waveform data. The waveform data stored presents an image that demonstrates strength of volume and sound in specific parts of the WAV file. The WAV is typically used on Windows systems.

WMA

The **WMA (Windows Media Audio)** is a Windows-based alternative to the more common and popular MP3 file type. What makes it so beneficial is its lossless compression, retaining high audio quality throughout all types of restructuring processes.

If you cannot provide file in these formats, please let TradeTech know.