

Making a video for the *Parliamentary showcase*

15 May 2021

About the *Parliamentary showcase*

The virtual World e-Parliament Conference 2021 will contain a library of video content created by parliaments called the *Parliamentary showcase*. The *Parliamentary showcase* provides parliaments with the opportunity to highlight their innovations and good practices and offers a space for learning, exchange and dialogue. It will be available to participants before, during and after the conference.

We invite all parliaments to share their good practices by making a short video about something that they are particularly proud of. Parliaments can choose the subject of their video. For example, videos could be:

- Related to a theme on the conference programme, for example the “Enabling digital parliamentarians” theme.
- About any other topic that is relevant to the World e-Parliament Conference, such as the new digital tools for parliamentarians, new ways of connecting with citizens, new practices and working methods in parliaments, etc.

Videos should be short, no more than 5 minutes. They can be made using widely available tools, such as a mobile phone or screen recording tool. Advice on how to make a short video is provided in the *Quick guide* at the end of this document.

Videos should be:

- **Informative**, and explain:
 - The challenge(s) experienced
 - The innovative solutions and procedures developed
 - How these were rolled out (time frame, stakeholders, etc.)
 - Challenges confronted and lessons learned.
- **Engaging**, and show the people the solutions involved:
 - Quotes from key stakeholders are welcome
 - Links to parliamentary web sites and contacts for further information can be embedded in the video.

If they wish, parliaments can host Question and Answer sessions (Q&A) about their video during the conference, so participants can get more details about the good practice and make contacts. Please contact innovation@ipu.org if you would like to do this.

Guidelines for videos for the *Parliamentary showcase*

1. **Length:** Videos must be no more than 5 minutes long.
2. **Language:** Videos must be in English, French or Spanish. When possible, please include sub-titles in English.
3. **Layout:** Videos should be recorded in landscape (not portrait) format.
4. **Who can submit videos:** National parliaments can submit up to two videos to the *Parliamentary showcase*. If you are not a national parliament and wish to submit a video, please contact us to discuss.
5. **Deadline:** Let us know as soon as possible if you intend to make a video for the *Parliamentary showcase*. The final deadline for submitting a video is **7 June**.

Submitting a video for the *Parliamentary showcase*

It is fine to reuse videos that you have already created. Parliament can simply send the video to the conference organizers.

In most cases, parliament will make the video specifically for the World e-Parliament Conference (see below the *Quick guide: How to make a short video* for further advice).

When the video is ready, upload it to this folder: <https://drive.google.com/drive/folders/1idx-poNt9vdYbdAGoiNZSB3O4TACEH9S?usp=sharing>. Be sure to include the name of your parliament in the file name, and to inform the IPU.

The IPU may be able to help with editing raw footage recorded by parliament but please contact us to discuss as we cannot guarantee that we will be able to help. If we can do so, the final editorial decisions will lie with the IPU.

By submitting a video, parliament agrees for it to be included in the *Parliamentary showcase* and on the IPU web site. The final decision on including a video in the *Parliamentary showcase* lies with the IPU.

Contact

For all questions about the *Parliamentary showcase*, please contact us at innovation@ipu.org.

Quick guide

How to make a short video

A quick guide for parliamentary staff on how to start making short videos using your phone and with limited resources.

With more virtual events and meetings and less opportunities to present what you do in person at seminars and conferences, it is useful to be able to create short videos about the work of your parliament. Not all parliaments have the resources to film and produce high-end productions, but most of us have access to a smartphone and some simple editing software. This is enough to make short videos to share with others.

Planning

Whilst you do not need a detailed script you do need to plan out what you are going to do and say and to understand how much time is available (or needed). Sketch out a quick timeline or structure with the key points that you need to get across.

If you are not confident improvising around this structure, you might want to write a script. The challenge with this is that we speak less formally than we write, so bear this in mind.

Equipment

You will need:

- A smartphone
- External microphone
- Tripod (or something to support the camera)
- Online storage space (video files can be large)
- A quiet space to record in.

All you really need is a way to record the video and most modern smartphones will be more than good enough for this. The picture quality is fine but the sound can be disappointing (particularly if you are outdoors). You can improve the quality a lot by investing in a clip-on (lavalier) microphone. Get one with a long lead and a muff to reduce "popping" from your voice and wind noise.

You need to stand the camera in a stable position, with the camera perfectly vertical and on its side (landscape mode –never shoot videos like this in portrait mode!).

The camera needs to be positioned at head height, just over a metre away from you. You can do this with a table and a pile of books, but the best way is a tripod with a smartphone attachment.

Filming

You need to be comfortable, sitting up straight and natural. Consider what is behind you, this can be a blank wall or bookcases or something that is not too distracting (so preferably not moving). You are looking for a backdrop that adds to the message, re-enforces what you are saying or your role.

Set the camera so that you are centre and that your whole face and shoulders are showing. Use the front-facing camera (assuming the quality is good enough) so that you can see that everything is lined up. You should be looking straight at the camera (note but do not worry that the camera lens itself is off to one-side).

Do a test shoot to ensure that the microphone is working, that there is no distracting background noise, and that the picture is straight and how you would like it.

If you have got a script or a structure that you need as a reminder, you can tape a piece of paper below the camera with prompts. The alternative is to use a tablet or a laptop placed below the camera, as close as you can get it so that you do not have to look too far away. There are several free "teleprompters" or "autocue" apps and websites that can be used but practice with them first as this does not always feel natural and you need to get used to it.

As you are filming, leave lots of space in the recording so that you can edit out parts. Start the camera recording (or ask someone else to do this), sit back and count to five. After each section or discrete segment, it is useful to leave a long pause (5-6 seconds or more) before going on to the next part. This gives you the chance to re-take the part if you have made a mistake. If (when) you do make a mistake, pause, count to six and start again. Do not stop and re-start the camera, you can edit all of this out afterwards.

Most of us warm up as we talk and it is the same when recording a video on your own which is not natural for most of us and can feel a bit awkward at first. To get around this you can do some practice recordings. Alternatively, if you are more confident, start somewhere in the middle and record the opening sequence last, when you have warmed up.

Editing

The key to making the video work is editing as much as filming. You might be able to do this on your phone with the software that is available or with an app you can download.

Alternatively, transfer the video to your computer and edit it there. If you are using a Mac, iMovie has all the tools you need. If you are using Windows or Android, do a bit of research on video editing tools for beginners – you don't need much!

Editing is just a matter of cutting and pasting the segments you have recorded into the right order. Leave the intros and outros (where you paused) until everything is in the right place, then these can be removed too (leave some space to make the recording sound natural and flow well). The next (optional) step is to add captions and titles. To do this, follow the

instructions but go for a minimalist approach – less really is more as it is the content that matters, not the fancy effects.

Once you are happy with the result, package it up as a file or share it to YouTube, Vimeo or similar.

Find out more

- [How to Film Professional Videos with an iPhone](#)
- [Filming with iPhone: The Complete Guide to Shooting Video like a PRO!](#)
- [Seven tips for filming professional videos on a mobile phone](#)
- [Beginner's guide to making video with your smartphone](#)
- [Five tips for filming with a mobile phone](#)

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