

# National Summit

## for the Charitable and Nonprofit Sector

Strengthened connections.

Enhanced collaboration.

Collective Impact.

### Tips for Conducting Film Interviews

We are excited to capture short film interviews from the Summit and your work will be a valuable part of that. All videos should be given to [Toni Stockton](#) for review and posting, who you will be able to find in the Staff Room. She will be the point person for uploading all blog entries, pictures and videos to the National Summit site. We would appreciate getting the videos you have filmed as quickly as possible and by no later than each end of day. Upon submission, all video files will become the property of Imagine Canada and can be used for future purposes in marketing, communications and institutional usage.

#### Identifying someone to interview

Please be sure to obtain the person's permission before you film him/her, and here are a few possible statements to introduce your work:

- Hello. I'm NAME and I'm a member of the Summit Social Media Crew. We're compiling a video montage of attendees' thoughts and ideas that have been inspired by the Summit. May I ask you a few questions?
  - If the person agrees, then please engage him/her in the video interview.
  - If the person does not wish to participate, you may respond respectfully with something like [Thanks so much, and enjoy the conference.](#)
- Hi there. I'm a member of the Social Media Crew, and I was hoping you might want to share a few thoughts with me on some lessons you've picked up from today's Summit. We'll be using these videos on YouTube and other social media outlets.

#### Suggested questions (feel free to come up with your own too!)

- What's one thing you learned in your last session? / What is the biggest take away in the session / from the Summit?
- What is one thing that you're going to do when you get back to your organization? / Something you heard that you can take back and apply to your work?
- Have you met someone new at the Summit? What did you learn about them? What about their work is most interesting?
- What is the value in bringing together 500+ people from across the sector and around the country for this Summit?
- What is something you think is important that we keep our eye on going forward?

#### Editing your videos

Please film your videos so that minimal editing is required. Filming in brief increments (15-30 seconds, for example) will enable the video file to be posted and e-mailed easily.

Please refrain from submitting video files longer than 60 seconds. When possible, please edit your video file so that your video interviews can be posted swiftly.