

PCI IW Supplier Showcase: Filming Guide

How to film your video or clips with a phone. No experience needed.

What this is. Illinois and Wisconsin precast producers will watch a short video to learn what you sell and how to reach you. We post it on the PCI IW YouTube channel and pciiw.org and email it to producers. There are no slides. **There are two ways to take part. Pick one.**

A. Send a finished video. Included in your dues. You film and edit about 3 minutes and send the file. We post it as sent if it passes the checklist on the last page. Page 6 shows how to edit with a free app.

B. Send clips and we edit. \$250, or included for Premier Associates. You send the clips as filmed. SkyKPI, our marketing team, edits them into 2 to 3 minutes with one round of changes, and bills the \$250 directly.

The most important rule: make it interesting. A person talking at a camera gets skipped. Producers watch what they can **see**. Hold your product, walk your plant, show the line running and the jobsite. Page 2 lists the shots.

What you need. Your phone, a clip-on microphone, a tripod, and about two hours. The shopping list shows what to buy. If you already have gear, use it.

The four parts to film

Part	What to say	Length
1. Who are you?	Your name, company and what you sell. Say it walking through your shop.	15 to 20 seconds
2. What problem do you solve at a precast plant?	One real example: saved time, cut cost, safer or better quality.	30 to 45 seconds
3. Show it.	Hold the product, point to the parts, run it, lift it. Film the shots on page 2, then say a few sentences about them.	30 to 60 seconds of talking, plus the shots
4. How do I order or reach you?	Name, phone, email and website. Say how to get a quote and who to ask for. Skip prices that change.	15 to 20 seconds

Words you can use. Fill in the blanks and say it in your own voice.

1. "Hi, I'm _____ with _____. We make _____, and we work with precast plants across _____."
2. "A common problem at a plant is _____. We help by _____. For example, _____ (one real story or result)."
3. "Let me show you." Then show it, one step at a time: "This is the _____. When you _____, it _____."
4. "To get a quote, call _____ at _____, email _____, or go to _____. Ask for _____. Thanks for watching."

Make it interesting: show, do not just talk

Boring videos get skipped. Interesting ones get watched, forwarded and remembered.

The 50 percent rule. At least half of your video should show things, not your face. Talk over the footage. Never hold a talking shot of yourself for more than 30 seconds at a time. When you want to explain something, film the thing and say what we are looking at. We will cut the clips together this way.

Your shot list. Plan 8 to 12 of these before you start. Each one is a separate clip.

Shot	What to film	How long
Hold the product	Pick it up and turn it in your hands. Show its size next to your hand. Point to the parts that matter.	10 to 20 sec
Walk and talk	Introduce yourself while walking through your office, shop or plant floor. Keep moving.	20 to 30 sec
Making it	Your production line: machines running, welding, mixing, cutting, coating or testing. Quick clips.	10 sec each
In use at a plant	Your product in a precast plant or yard: a form set, a panel lifted, a mix tested. Get the customer's okay.	10 to 20 sec
Jobsite or finished project	A building with your product on it, a crane setting a panel, a crew installing.	10 to 20 sec
Demo or test	Prove it: load it, lift it, time it, break it, compare it side by side with the old way.	20 to 40 sec
Before and after	Show the problem, then show it solved. A cracked part next to yours.	10 to 20 sec
The people	Your sales rep, plant technician or engineer, anyone a producer would call.	10 sec each

Five habits that make a video worth watching

1. **Open with the most interesting thing** in the first 10 seconds: the product moving, the crane lifting, the big result. Then say who you are.
2. **Film every scene three ways:** wide, medium and close up, 10 seconds each. We choose the best one when we edit.
3. **Put a person in the picture.** A hand holding the product shows its size and how it is used.
4. **Say what we are looking at while we look at it.** "This is the lifting anchor going into the form."
5. **Keep it safe.** Wear safety gear, stay clear of moving equipment, and get permission before filming people, customers or other companies' logos.

What to buy

Two things matter most: a clip-on microphone and a tripod. Everything else is optional.

Why not ordinary Bluetooth earbuds or a Bluetooth headset? They add a delay and make your voice sound thin and far away. A small wireless clip-on microphone that plugs into the phone sounds far better. Buy that instead.

Before you click: check your phone's charging port

Look at the end of your charging cable. **USB-C** (small oval, same on both sides) fits iPhone 15 and newer and most Android phones. **Lightning** (thin, flat plug) fits iPhone 14 and older. Pick the version that matches your phone.

Item	What to look for	Click to shop
1. Wireless clip-on microphone (most important) About \$60 to \$120	A kit with a small clip-on transmitter and a receiver that plugs into your phone. Make sure the receiver matches your phone's port. Our top pick is the DJI Mic Mini. The Hollyland Lark A1 and Rode Wireless ME are good alternatives.	DJI Mic Mini Hollyland Lark A1 Rode Wireless ME
2. Tripod with phone holder and remote About \$20 to \$40	At least 50 inches tall when open, a clamp that fits your phone with its case on, a bubble level, and a small Bluetooth remote included. Choose one with 4 stars or more and read the reviews for "stable."	Phone tripod 62 inch with remote
3. Power bank About \$20	A 10,000 mAh battery pack with a cable for your phone. Filming and a wireless mic drain the battery.	10000mAh power bank
4. Lens cleaning cloths Under \$10	Microfiber cloths. A smudged lens makes the whole video look blurry.	Microfiber lens cloths
5. Flexible mini tripod (optional) About \$25 to \$40	Bendable legs that wrap around a rail or pipe. Handy when you film a product up close at a plant.	Joby GorillaPod for phone
6. Clip-on light (optional) About \$15 to \$25	A small light that clips to your phone. Use it only if your room is dim.	Clip on LED video light
7. Wind cover (only if filming outdoors) Under \$10	A small fuzzy cover for the microphone. Many mic kits already include a foam cover. Check the box first.	Lavalier wind muff

Budget: the microphone and the tripod are enough to start, roughly \$80 to \$160 together. Prices are approximate and change, so check the price on the page. These links open Amazon searches, so you always see what is in stock today. If a model is sold out or replaced, choose a similar one that matches the "what to look for" column.

Step 1: Set up your phone and gear

Do this once, the day before you film. It takes about 20 minutes.

Prepare your phone

1. **Charge the phone** to at least 50 percent. Keep the power bank handy.
2. **Free up space.** You need about 5 GB free. On an iPhone, go to Settings, then General, then iPhone Storage. On Android, go to Settings, then Storage. Delete old videos if you are short.
3. **Set the video quality.** iPhone: Settings, then Camera, then Record Video, then choose **1080p HD at 30 fps**. Android: open the Camera app, tap Video, tap the gear icon, and choose **FHD 1080p at 30 fps**. Screens differ slightly by phone.
4. **Turn on the grid.** iPhone: Settings, then Camera, then switch on Grid. It helps you keep the shot straight.
5. **Silence interruptions.** Turn on Do Not Disturb so calls and alerts do not ring while you record.
6. **Wipe the lens** with a microfiber cloth. Do this every time you film.

Set up the microphone

1. **Charge everything** in the box before first use. The clip and the receiver each have a small battery.
2. **Plug the receiver into your phone's charging port.** If your case blocks it, take the case off.
3. **Turn on the clip and the receiver.** They connect to each other on their own. Wait until the lights show they are connected. If they do not, follow the short card in the box.
4. **Clip the transmitter to your shirt** in the middle of your chest, about 6 to 8 inches below your chin. Keep it away from jackets and straps that rub on it.
5. **Do a 10 second test.** Open the Camera app in video mode and record yourself saying your name and company. Play it back. Your voice should sound close, clear and loud enough. If it sounds far away or echoes, unplug and replug the receiver, close the Camera app, and open it again.

Tip: Always do this test before the real filming. It takes one minute and saves you from re-filming a whole video with no sound.

Step 2: Film your video

Allow about two hours. First film the scenes from your shot list, then film the talking parts.

Film the scenes first

- Walk through your list and film each shot 10 to 20 seconds, wide then close. Do not talk on these, or talk quietly. We lay your voice over them when we edit.
- Film more than you need. Hold the phone **sideways**, both hands, elbows tucked in, and move slowly.

Pick your spot for the talking parts

- **Good light.** Face a window, or film outside in the shade. Never stand in front of a bright window. Your face will turn dark.
- **Quiet.** Turn off nearby machines, fans and radios while you talk.
- **Tidy background.** Remove clutter and other companies' logos or names. A plain wall or your product shelf works well.

Set up the tripod

1. Open the tripod on **flat ground** and tighten every leg. Check the bubble level.
2. Clamp the phone **sideways** (wide, not tall). Tighten it so it cannot slip.
3. Raise the tripod so the phone lens is at **eye level**.
4. Stand about **5 to 8 feet** in front of it. On the screen you should see yourself from the waist up, with your head near the top third of the picture.
5. Pair the small remote with your phone using Bluetooth settings, or just tap the red record button and step back. Press once to start and once to stop.

Film each question

1. Press record. **Stay still and silent for 2 seconds.** This gives us clean edges to cut.
2. Look at the **lens** (the small dot), not at the screen. It feels like looking at the person who is watching.
3. Speak a little slower than normal and smile. Say your answer using the words from page 1.
4. When you finish, **stay still for 2 more seconds**, then press stop.
5. Make a mistake? Press stop and film that question again. Do not stress, we cut it.

Question 3: showing your product

- Take the phone off the tripod, or move the tripod, to get close to the product.
- Hold the phone with **both hands and elbows tucked in** so it stays steady. Move slowly.
- Hold each view for **10 seconds** before you move. Say what the viewer is looking at as you go.
- If it is loud where the product runs, film the product first with no talking. Then film yourself explaining in a quiet spot. We will combine them.

Step 3: Editing a finished video

Only needed if you chose way A. If you chose way B, skip to Step 4 and send us your clips.

Use a free app you can learn in 20 minutes. On an iPhone, use **iMovie** or the built-in Photos app. On Android, use **Google Photos** or **CapCut**. On a computer, use **iMovie** on a Mac or **Clipchamp** on Windows.

Put it together in this order

1. **Start with your most interesting shot.** Open on the product moving, the crane lifting or the big result, for about 5 seconds.
2. **Add a title:** your name, title and company, on screen for 4 seconds.
3. **Add your first talking take** (who you are), then cut to shots while you keep talking. Drop your voice recording from the take under the shots.
4. **Add the problem take**, with shots of the problem and of your product solving it.
5. **Show it working.** Use your best demo or in-use clips, with your voice explaining what we are looking at.
6. **Finish with the contact take** and a closing screen: your name, phone, email and website, held for 6 seconds.
7. **Trim every clip.** Cut the first and last second of each, and any pause. No clip longer than about 20 seconds.
8. **Leave music out.** Music you do not own can get the video blocked on YouTube. Natural sound from the plant is fine.
9. **Export in the highest quality your app offers** (1080p, HD), and save it to your phone. Aim for 3 minutes or less.

Short on time? Skip the editing. Choose way B (\$250), send us the clips, and we do this part for you.

Step 4: Check it and send it

Allow about 15 minutes. Upload link: <https://www.dropbox.com/request/cx0x3cyobzpjz45i9e8e>

Check before you send

- **Both ways:** Can you hear every word with the sound on? Do you cover who you are, the problem you solve, the product in action, and how to reach you, with your phone number, email and website said out loud?
- **Both ways:** Is at least half of it things to look at? Did you avoid other companies' logos and people who have not said okay?
- **Finished video:** About 3 minutes or less, filmed sideways, no music, a name and company on screen at the start, and contact details on screen at the end.
- **Clips:** 8 to 12 shot clips and the four talking takes, with a short note on what each shows and the name and title for the screen. Type it in the upload page message box or email info@pci-iw.org.

How to upload from your phone

1. Connect to **Wi-Fi**. Videos are big files.
2. Open the upload link from PCI IW: <https://www.dropbox.com/request/cx0x3cyobzpjz45i9e8e>. It opens in your phone's web browser. No Dropbox account is needed.
3. Tap **Choose files** (or Select files). When your phone asks, choose **Photo Library** or Photos.
4. Tap all of your clips, then tap **Choose** or Done. You can send them together in one go.
5. Type your **company name and contact person** when it asks, then tap **Upload**.
6. **Keep the screen on and stay on the page** until it says the upload is complete. A big file can take several minutes.

If something goes wrong

Problem	Fix
I cannot hear my voice on the video.	The receiver is not seated or is off. Unplug and replug it, check both lights, and test for 10 seconds again.
The video is dark or my face is dim.	Turn so a window is in front of you, not behind you. Or use the clip-on light.
My video is mostly me talking.	Film 8 to 12 shots from page 2. If you chose way B we build the video from them. If you chose way A, cut them into your video.
I already have a finished video.	Send it. That is way A. Keep it to 3 minutes, filmed sideways, with no music. We post it as sent, unless something needs fixing.
The upload stops or fails.	Move to stronger Wi-Fi, keep the screen on, and try again. Email us if it still fails.

Please send the files themselves, not a link to your own channel. We post the finished video on the PCI IW YouTube channel so it lives in one place for producers. By sending clips or a video, you agree that PCI of Illinois & Wisconsin and its marketing team may edit them and post the result on YouTube and pci-iw.org. Questions? Email info@pci-iw.org or call 312-505-1858.