Turkey in Horizon 2020 II

Producing a 3-minute Video

Project Writing Training 15,
9th September 2022

First Health Warning!

- Various examples are available on the www.
- Each video will be specific to the project and the team behind it
- This short presentation is therefore based on good working practice rather than any specific example…

…second Health Warning – we all see ourselves as movie directors!

What do the EC expect?

'Core members of team (up to 3 people)should illustrate your innovation and the main motivation behind your application'.

- You should keep the video simple

- Objective is to show the team behind the idea/proposal and your motivation

- If you do not have a team, you can include future team members or say how you plan to acquire the resources needed

Home made or professional?

- EC expects simple video – but it may be very competitive and it is an important way of getting your project reviewed!

- There are many online sources for video templates, as well as excellent production advice

- Personal devices also have excellent facilities – iPhone, iMovies, etc.

- BUT – it is not just about the technology, there is a lot of expertise involved…

... 6 key aspects to think about!

- Format

- Audience

- Message

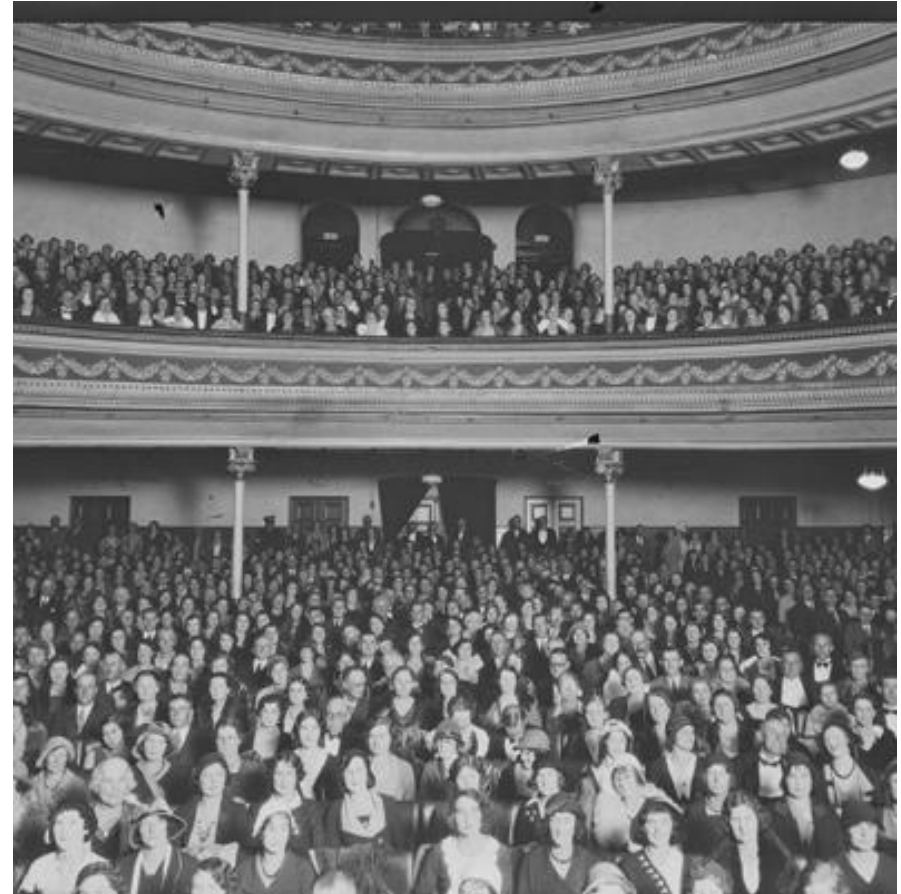- Content

- Presentational issues

- Technical issues

Format

- Explainer – 'talking head'

- Voiceover

- Interview

- Existing footage

- Presenting Pitch Deck as video-linked stills

Audience

- Know your audience
- Give them what they want to hear
- Talk **TO** them, not **AT** them
- Include elements that will keep their attention
- Remember the brain processes images 60,000 times faster than text!

Message

- Make a good impression immediately - the 'WOW factor'
- Follow it up with problem you will be solving and the bigger benefits to industry, society, environment…
- …and don't forget your clever solution…
- …and the market need you have identified
- Only include elements that will keep attention

Content

- Keep it simple and to the point – 'short and snappy'
- Plan ahead so that recordings may be edited to best effect – industry uses story boards to plan
- Include key team members – using strict scripts – to give balance
- Use language that audience can relate to and remember technologists will be in the minority

Presentational Issues

- Quality, clarity and fluency of speaker(s)

- Many evaluators will not be native English speakers

- Appearances – people, locations,

- Backdrops

- Moving camera rather than fixed

- Continuity – especially when editing

Technical Issues

- Camera angles – too high/too low?

- Lighting

- Camera position – close/distant?

- Music?

- Working noises

- Sound quality

- Beware background noises

TURKEY in
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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...and finally

- Rehearse, refine, review

- Show video to outsiders

- Accept criticism, don't be defensive

- Get reactions and act upon them

REPUBLIC OF TÜRKİYE
MINISTRY OF INDUSTRY
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Any questions?

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