



The Cloud Awards Filming & Winner's Spotlight Video Guidelines

Background

The Cloud Awards operates five annual awards programs – The Cloud Awards, The SaaS Awards, The Cloud Security Awards, The A.I. Awards, and The FinTech Awards, each with numerous categories open for submissions. All entrants go through a three-step judging process resulting in:

1. A shortlist – typically up to 20 entrants per category
2. Finalists – typically up to six entrants per category
3. A winner – typically one per category

Winners are invited to submit a video recording of their CEO, or other nominated spokesperson. The recording will take the form of the spokesperson answering questions about the award-winning business/product/service, provided by us in this document.

This recording will be edited into a 2-3 minute interview video discussing their organization's awards success and general promotion for the business. The interview will be carried out by our AI avatar, 'Cate'. The finished video will be published on The Cloud Awards YouTube channel, and signposted on other social media platforms. Ahead of publication, we will notify you via email that the video is ready, and encourage you to share and promote your interview.

Video Content Guidelines

This piece is solely about publicizing your organization's awards success, and providing general promotion of your award-winning business, product, or service. This is your opportunity to provide a more 'advertorial' success story piece based on your awards win.

We understand that many organizations will not have easy access to professional recording equipment – **please be assured that most modern smartphones will achieve what's needed.**

Please send any recordings for editorial consideration to editorial@cloud-awards.com.



If you are an awards winner, and are providing video content for our YouTube channel, please follow these technical guidelines:

- **Spokesperson:** Only one person should be interviewed, unless otherwise agreed with The Cloud Awards team. The person should be a CEO, company executive, or nominated spokesperson qualified to discuss and promote the success of their business.
- **Orientation:** Recording should be in landscape, not portrait. Please keep the camera as still as possible, ideally using a tripod if one is available.
- **Background:** Please keep this reasonably plain, clear of clutter, and with minimal background movement when filming your spokesperson. You may include a rollout banner, or other form of company branding or logo in the shot. If you've already received your trophy, we encourage you to include it in-shot!
- **Lighting:** Please make efforts to ensure the video is well lit – natural light or simple overhead lighting is usually fine.
- **Noise:** Filming should take place in a quiet environment with minimal distractions or background noise.
- **Editing:** Recording does not need to be in a single 'take'. We recommend treating each question as a 'section', and complete recording of that section before moving onto the next one. Don't worry if you make a mistake, or if you would like another go at answering a question! Just stop, pause, and begin answering the question again. There's no need to stop filming – leave the editing to us!
- **Content:** If you have the means to record your spokesperson's responses over the top of some other footage – such as filming of your office environment, a demo of your product/service, or any other footage, this is fine. However, please exercise restraint as too much of this type of content will distract the viewer from what your spokesperson is saying.
- **Length:** Please provide enough spoken content for us to be able to produce a 2-3 minute long video.
- **Music:** Please do not include any background music in your recording.
- **Acceptable Dress:** Please ensure any participants in the recording are appropriately dressed – this could be business smart, business casual, completely casual, or company-branded dependent on the culture of the organization. Please avoid any clothing items containing slogans or symbols that may be overtly political, or which have the potential to cause offense or harm.
- **Video Quality:** We will require a minimum video quality of 24fps. Most smartphones are capable of this.

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- **Format:** Please provide your file in a .mp4 or .webm format. We will only accept video files – audio only files will be rejected.
- **Logos:** If you would like to provide us with a specific logo for use by our editors in the final video, please do so.
- **Criticism:** Within the spoken responses please refrain from criticizing other businesses or competitors, or speaking negatively about any other organization.
- **References to Customers:** You may include references to your customers, including testimonials or success stories, within your responses. Any such references are assumed as consented by the organization(s) named.

Disclaimer: Please note we reserve the right to reject submissions if the content does not comply with these guidelines. We will endeavor to contact you to provide feedback and an opportunity to rework the content if needed, however this may not always be possible.

We reserve the right to remove published videos without notice.

Interview Questions

We have provided the following questions for your spokesperson to answer. In the finished video, these questions will be asked by our AI avatar, 'Cate'. Please note that in the finished video we may not be able to include every answer to all questions, in the interests of keeping the video within the 2-3 minute timeframe.

1. Please introduce your business, and the product or service that won the award(s).
2. What inspired the development of [product/service name]?
3. What industry challenges or problems does [product/service name] solve?
4. Can you share any examples of customer success in using [product/service name]?
5. What were the biggest challenges you faced in the development of [product/service name]? How were they overcome?
6. How do you foster a culture of innovation within your company?
7. What do you think makes your product/service/business award-winning?
8. How will [organization name] build on its awards success? What's next?
9. What does it mean to be named a [insert award program here – Cloud/SaaS/Security/AI/FinTech] award winner?

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