



IFW Annual Conference **2021**

Showcase Challenge!

**Is your firm a Pioneer in
Financial Wellbeing?**

If so, tell us how Financial Wellbeing has worked for your clients and your firm. We are looking for the FWB Champions to showcase their firms at our Conference in May

About this Challenge...

Tell us in a short video (3 minutes max) about your challenges and how you turned these into successes and what that has meant to you, your clients and the firm.

All entries will be assessed by a panel of IFW members and the IFW Executive Group and the top 5 will be offered the opportunity to present their firm in 'a best in show' presentation on day two of the conference.

All entrants will be offered the chance to complete the IFW Audit to become an Accredited Practice Member at a preferential fee. The top five entrants will also be allocated one delegate place on the Financial Wellbeing Certificate programme at a reduced fee.

Send your video via WeTransfer please to:
showcase@ifw.org.uk

Entries must be received by Friday 23rd April 2021. The top five selected will be notified by Friday 30th April.

If your firm has already passed the IFW Audit, we will offer additional memberships at a preferential rate.

You agree that your entry, or excerpts from it, may be used for promotional purposes by the IFW.



Would you like to maximise your video presence ?

We've put together some tips on how to maximise you and your brand on video...



Be mindful of the position of the device's camera. Because a lens on webcams, laptops, Ipads, phones etc is so small, it has to be a jack of all trades, so optimum positioning is crucial for focus, lighting, proportion, and framing. Also to eliminate flares, and glares, unnatural shadowing, focus searching, contrast artefacts, and unbalanced audio.. so spend some time experimenting with the following.



The lens (and therefore your device) needs to be as vertical as possible, which goes against our familiarity with flipping a laptop back, or looking down at a monitor. Aim to position the lens between the nose and the chin. This will give the best proportion to the face and torso (if a phone has to be used, landscape is always better), and it's more appealing for the viewer to see more than the head, ideally just above the navel to chest area. This will mean distancing yourself from the camera to give a better depth of field and avoid facial distortion. Seeing more of you allows body language gestures for a greater sense of perceived enthusiasm, passion and interest, authority, and engaging personal involvement....all of this tied together with the crucial lens technique.



Always keep your eyes on that lens and practice the art of peripheral awareness of what's happening on one but quite usually two monitors. This increases the viewers value of their experience by at least 75%. If you look distracted, they will become distracted. The intent, clarity, professionalism, relatability and power of your drawing your audience in, is really hugely increased by consistent and skilled lens technique. If you need to look elsewhere to a monitor, notes, or extraneous references, then always over exaggerate.



Depending on whether you have a separate microphone, or one built into your device, don't be too far away from it (max 8-10 inches). Lighting is critical too. To a camera, it sees a myriad palette of colour and shade and needs help to know where to focus. You may have noticed odd brightness and colour flares, even without moving, so the part of the image that needs the greatest focus and contrast is you! Daylight varies, and if it's a primary source of light, make sure you have some artificial light source aimed at your face, and if possible look for the "twinkle", the little bright light in the middle of your pupil, you'll never see anyone on tv or film without this (or indeed photos)



Location is something we have to maximise so to help you stand out aim for the cleanest, uncomplicated backdrop you can. We find 'framing' easier viewing, so be as central as you can. Be conscious of what's behind you, be aware of colours, and try to be the prominent contrast. If you have a busy looking backdrop then carefully select how it's lit, or keep it shaded while you remain the focus standing out brightly. All of these things will help keep a better camera focus and stop the risk of blurring.



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