

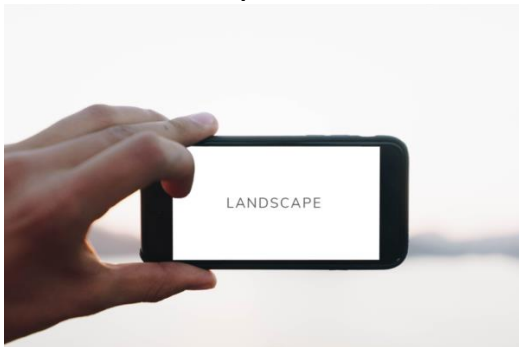


Create a speaker video for Medlab Middle East

Here is a simple guide on how to film yourself using a mobile phone, to help us create a promotional video covering your participation in Medlab Middle East.

How to film yourself:

- Find a quiet place to film yourself
- Avoid filming with the sun or a bright light behind you
- Shoot the video in landscape/horizontal/16:9 ratio on your camera phone



- Make sure you leave some space for us to include text, taking up only 2/3 of the screen (as pictured below)



- While recording, wait 1-2 seconds before beginning to speak and 1-2 after you finish speaking
- You can film the intro, interview questions, and anything separately and even at different locations, according to your comfort.

What to say:

- Introduce yourself and your role/function
- How will you be participating in Medlab Middle East?
Mention your session name or interest in the show
- End with the event name and show dates - *The Medlab Middle East Congress 2021 will take place from 21-24 June 2021. See you there!*
- Here is a sample script for speakers:

Join me, *<Insert Name>*, the *<Insert Designation>* at *<Insert Organisation Name>*, to discuss *<Insert Session Name or Topics>*, only Medlab Middle East Congress 2021. Taking place from 21-24 June 2021. Gain free access to this portal of knowledge today. Visit medlabme.com to learn more.

Send it across:

- Email us the video at medlabmemarketing@informa.com
- Make sure to send us the final name and shortened designation you would like us to display in the video
- Please note forwarding it to us on WhatsApp will distort the video quality and result in low res videos.