



Videos at RLI Marketing Sessions
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As broker engagement with current technology moves forward, RLI Colorado is making every reasonable accommodation to allow members to use video in their Marketing Sessions. For us to keep the presentation format fair, efficient, and functional, here are the guidelines for submitting video with your property packages:

1. **LIMIT THE TIME.** The entire property presentation time limit is 4 minutes plus 1 minute to wrap up, so any video should be limited to a couple of minutes to best highlight the property features and allow time for moderator and group questions.
2. **SEND THEM EARLY!** All property packages and videos **MUST** be sent to Maggie ahead of time. One or two days before the meeting does not provide adequate time to test and organize the presentations. Try to submit all materials no less than a week before the meeting.
3. **NO VIDEO LINKS.** Due to limits on our meeting room internet connectivity and speed, we **CANNOT ACCEPT VIDEO LINKS.** Links to video on YouTube, Vimeo, your web page, or other hosting sites will not be presented. You must download or otherwise provide the actual raw video file, not just a link.

Useful hint: if your video is accessible only through YouTube, Vimeo, Facebook, etc. just perform a Google search on downloading video from that site. There are usually a few options to download the files for free.

4. **USE PROPER FORMAT.** The A/V equipment and software that the CO Chapter uses is reasonably adept at playing most, but not all, video formats. The best (and suggested) formats are these common types:

Windows Media (.asf),

Windows Video (.avi),

MP4 Video (.mp4, .m4v, .mov),

Movie (.mpg or .mpeg),

Adobe Flash (.swf),

Windows Media Video (.wmv)

5. **NAME THE FILE.** Your video file and your PowerPoint file must have the same name (only the file extension will be different). This makes matching the files and organizing the presentations much easier.

6. **OPTION: EMBED THE VIDEO IN YOUR POWERPOINT.** Rather than juggling two files per presentation, try to embed the video right in your PowerPoint presentation file. You must embed the raw video itself, not a link to the video. The above formats should work OK as PowerPoint embedded video. There are plenty of YouTube instruction videos that provide instructions for embedding video from a file; here's one: <https://www.youtube.com/watch?v=szKn4xNxl7Y>.

7. **NO SOUND.** Many videos have music background or narration. This works great for individual viewing, but the chapter does not have a sound system and the conference centers often don't have the equipment or the ease of connection to accommodate proper video sound. Keep this in mind when including video in your property package - don't count on the video sound to play.

8. **BIG FILES.** Video files are large. Some may exceed email attachment limitations for sending files ahead of time. In that case, use a file storage and downloading service like Drop Box or iCloud to submit the files to Maggie (do a Google search on sending large files if you need assistance). If you absolutely must bring the presentation to the meeting on a flash drive, be sure the files are complete and properly named for ease of transfer and organization, although prior submission is much preferred.

If everyone will strive to comply with these guidelines, video presentations in your property packages will work smoothly and efficiently. Thank you!