

# SIX STEPS TO MAKING AN AWARD-WINNING VIDEO

THE BETT AWARDS ARE AN ANNUAL CELEBRATION OF INSPIRATIONAL EDTECH CREATIVITY AND INNOVATION. THE IMPACT AWARD IS AN EXCITING NEW CATEGORY AT THE **BETT AWARDS 2019**, GIVING YOU THE OPPORTUNITY TO SHOUT ABOUT THE EDTECH MAKING A POSITIVE DIFFERENCE IN YOUR SCHOOL.

For the first time the awards are directly open to schools, as well as suppliers. **The Impact Award** category is free to enter and open to all educators and learners from any age or sector. This is a great project for a group of students, class or teacher to work on a short video showcasing the benefits of their edtech. Entries to the Impact Award will be showcased in the Bett Arena stage at the **Bett 2019** London show, 23-26 January.

**How to enter:** submit a brief description online and a 2 minute video entry demonstrating how your chosen edtech has benefited your school. Here are our **top tips** for making your video entry...



## GET REWARDED FOR YOUR SCHOOL TECH

### 1. RESEARCH IT

- Determine **which technology** would be the best contender for your story
- Consider how the technology has impacted your teaching methods or learning outcomes
- Encourage **involvement from students** who have used the tech and discuss with them their experience.
- Visit [www.bettawards.com/categories](http://www.bettawards.com/categories) to learn more about the Impact Award category and the entry process.

### 2. CONSIDER IT

- **Who will feature** in the video? Which educators/ students? Will it be narrated?
- You'll need to **include testimonial(s)** from students and/or the teacher about how the tech has positively impacted them
- You'll need to demonstrate how the use of edtech supports or enhances your work as a teacher or your student's learning
- What **evidence** will you include of that impact? E.g. an increase in assessment scores, time or budget saving, positive change in attitudes or behaviour...

### 3. SCRIPT IT

- Keep it to a maximum of **2 minutes**
- What's the story? E.g. what was the challenge? How did you use edtech to help overcome it? And what was the result?
- Write down the actions they do throughout, as you write the script
- **Keep it simple** – the most important thing is to demonstrate the impact of the technology.

### 4. MAKE IT

- If using a **camera phone** - before you start shooting make sure you have 100% battery life, try to free up as much internal memory as possible and give your lens a wipe to remove dust and dirt.
- Think about each shot. Draw a rough picture of what you think it will look like using the template storyboard we've provided for you.
- Think about the camera angles, locations and who or what will be in the shots
- Tick off the list (script, storyboard, rehearse, camera, locations found and permission given, props, make-up) and see our **video tips**.

DEADLINE FOR ENTRIES 28TH SEPTEMBER 2018



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**AWARDS 2019**  
23 JANUARY, LONDON

## 5. EDIT IT (OPTIONAL)

- Editing is completely optional as we will only be judging your entry on its content, not the video quality. If you do decide to edit you can **use free software** – Movie Maker for PCs and iMovie for Macs.
- **Add music** – why not make it your own?
- When you're shooting, film for 10 seconds before and after your shot has ended, this will help with editing.
- If you plan your shots and film them in order, you might not even need to edit much.

## 6. UPLOAD IT

- Make sure you have a gmail account
- Go to **www.youtube.com**, click the 'upload' arrow icon in the top right-hand corner
- You'll then be prompted to enter your name to create a YouTube account if you don't already have one
- Have your video file saved on the computer you'll be using to upload, click the '+' sign to locate and upload your video – once uploaded add a video title and a brief video description then publish your video.
- A URL/video link will then be generated. When you're ready to submit your application go to **www.bettawards.com/categories** to submit your completed online form and enter the video link to submit your video entry.

## PLEASE BEAR IN MIND:

- It's **FREE** to enter
- Your entry will be judged on its content, not the quality of your video footage
- Anyone featured in the video must have given permission. Please be aware your video will be viewed by judges, showcased in public at the Bett 2019 event and may be used for promotional purposes.
- A panel of education experts will judge the entries
- If shortlisted, you may wish to attend the Bett Awards evening, 23 January 2019, London. You will be notified if you have reached the shortlist by 30th October 2018.
- Winners will be invited to present their video at the Bett 2019 event, 23-26 January 2019, London.

**CONTACT VISITOR@BETTSHOW.COM**  
**IF YOU HAVE ANY QUESTIONS OR PROBLEMS**

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