

## Tips and tricks to film your video entry:

- Take notes of what you want to say in advance. Make sure to introduce yourself and your company and include a brief description about your service and an explanation of how you use RingCentral with examples. Practice a few times before you start.
- Think about the shots you'd like to include and then think about what's the best way to capture them.
- Find an interesting, but not overly distracting, background.
- Remember to promote your business, stand in front of your company logo, wear your company shirt or hat, and make sure there isn't anything there you don't want others to see, such as unsafe situations, horseplay, overly messy areas, etc.
- When filming your story, it's important to make the shot look nice. Use the rule of thirds to position your subject so you have some background around your subject.
- Reduce camera movement. Try using a tripod or an available surface to rest the camera on while you record. If you don't have either available, try standing with your feet about a shoulder-width apart, breathe slowly, and hold the camera with both hands.
- Pay attention to the amount of space between the subject's head and the top of the frame. It should be about 10% of the total height of the shot.

Good luck and have fun. We look forward to seeing how you use RingCentral in an innovative way to survive and thrive through disruptive change!