

Video Submission Dos and Don'ts CSP Process



Dos	Don'ts
<p>Follow directions exactly. This isn't a game to assess your attention to detail but being respectful of the volunteers' time to review videos for the CSP Application process. Your video is the final proof of your skills, knowledge, expertise, and professionalism.</p>	<p>Reviewers will see only your submitted video and are specifically told not to look at your web pages, social media, etc. Don't assume the video is part of a package the reviewer receives. We simply get the video link and press play, watch until the end, and complete the evaluation at that time.</p>
<p>Submit unique, solid, and aspirational examples of you and your best work for review. Recognize that watching colleagues speak is a powerful learning tool for reviewers and what you submit should inspire, teach, inform, the reviewer about content, style, professional choices, etc.</p>	<p>Don't assume that the evaluation or review of your video is totally subjective. The evaluation matrix is designed by the CSP Committee and is the same for each applicant. Quantitative measures determine the score of the video review. Qualitative feedback is part of the review process to ensure the reviewer watched the full video.</p>
<p>Remember, no matter how long you have been a visible, popular, active member of NSA, your video submission is all many reviewers will know about you at this phase in the process. Show us a clip of you at your very best - make the reviewer think, feel, learn, get inspired to be a better trainer or keynoter themselves.</p>	<p>Don't assume that other forms of NSA involvement, tenure of members, activity on NSA boards or committees, or popularity will be considered in any part of the application process.</p>
<p>Plan which pieces of a training or keynote you want to be reviewed if it isn't a complete program. If the submission is the best 20 minutes - maybe it is the end where you conclude the full day or longer time together - maybe it is the middle where you get to your unique perspective or intellectual property.</p>	<p>Don't submit the first 20 minutes of a longer event as it isn't a good representation of the full arch of your work. Reviewers want to see you command the space, deliver your content, and be impacted by your work and high-level of competence as a professional speaking colleague.</p>
<p>Reviewers score based on eloquence, engagement, professionalism, believable and meaningful topic, unique perspectives on the topic reflecting your expertise and personal knowledge, which culminate in an enthusiastic recommendation overall.</p>	<p>Don't assume you are going to get referrals from the CSP Application process but submit a video that could leave a reviewer compelled to tell their clients about you (hypothetically).</p>
<p>Do submit video that is current (within the past two years) and represents your current work that is also the kind of work you want to be doing.</p>	<p>The video doesn't need to be the most recent program you have done, but a current representation of your topic and type of work (keynote or training). The submitted video should be recorded within the past two years.</p>

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Do remember it is a small world. Your reviewer may not be familiar with your topic area or they may be a leading expert. If you ask yourself, "What would be the chances...?" Assume that expert is your reviewer.	Don't plagiarize, reference someone else's work as your own, or primarily utilize someone else's material. A CSP contributes to their audiences their own take or perspective on the topic at hand and always acknowledge the sources of work that is not your own.
Do have good audio. This is most important. Your video doesn't need bumpers or music or professional editing, but it does need to be able to be heard.	Don't forget reviewers are speakers, so we also know that reels are edits of our best stuff, and testimonials are never going to be medium or bad. Just show us what you do, how you do it, and impress us.
Do have good lighting, and footage where you are in view. While audio is the most important, the visual elements showcase you and help the reviewer see you and your style.	Don't forget audience engagement. Take the time to read out the chat comments or questions or repeat audience comments and questions in person as they may not show in the video.
Do remember we are reviewing your video as a representation of your work.	Don't worry as much about the caliber of room, size of the audience, and quality of the stage settings. Powerful work can be done in ugly spaces and bad speakers can get big gigs.
Raw footage is fine as long as it represents your best 20-25 minutes twice or 40-45 minutes once. No exceptions.	Don't make the reviewer work to find the right minutes or clips. Remember the reviewer may be at an airport gate or between sales calls. Make this easy, do not ask for exceptions.
If editing for audience work time, state clearly in the video how much time they have - cut the video - and then state how much time has lapsed so that the editing makes sense to the reviewer in context and doesn't impact your timing of your submission.	Don't assume the reviewer knows the context in which you are speaking. Explain in the video what the reviewer doesn't know. Plan ahead how you are going to do this so that your recording can be submitted clearly to a blind reviewer, so the focus is on you and your professionalism. Consider adding an opening slide or audio clip to your video submission describing your topic and your audience.
Do allow us to see you in action.	Don't focus on your bells and whistles (slides, room set up, etc). We want to hear and see you do your magic.
Do ask a CSP to review your video prior to your submission. This may help you feel better about your choices before they matter in the process.	Don't assume your friends will give you the most honest feedback - sometimes it is hardest to give honest feedback to those we know well. And current voting committee members are prohibited from reviewing videos prior to submission.
Do be aware that you may not get feedback that you deem helpful in this process.	Don't expect to know who reviewed your video. Reviewers sign a confidentiality statement and cannot tell you if they did see your video or not.