



Lights, camera, action... Be a part of FIT!

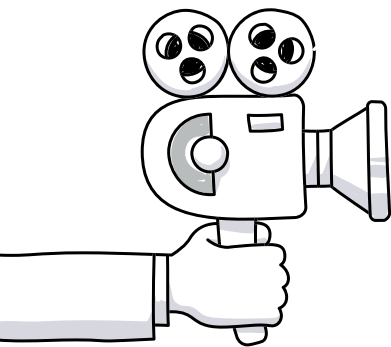
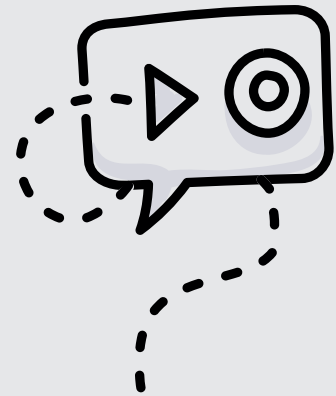
You've always been brilliant at getting on board with all of our campaigns, and this year we're going one better by giving you a starring role in #EveryonesGoingLive. The FIT Show 2019 campaign is all about bringing brands to life and communicating the connections that are made at the show. And we want to use video as a platform to do just that.

This is your chance to, not only let people know that you're going, but to showcase your business, what they can expect from you at FIT Show and why they should come and connect.

We want the real people and stories behind your company. Whether it's the MD, marketing manager, someone on the factory floor or front of house - we want to hear from you!

But don't worry, we're not expecting fully produced corporate videos. To help you get on the right tracks, we've put together a few pointers to help you out. We look forward to seeing your #EveryonesGoingLive messages.

- ✓ A smartphone is good enough quality
- ✓ Get everyone involved
- ✓ Make sure audio is clear and loud
- ✓ Speak slower than normal!
- ✓ Tell us why people should visit you
- ✓ Try make sure everyone is well lit (daylight will be perfect)
- ✓ Get the personality of the business across



- ✗ Don't make it too long - 3 minutes is perfect
- ✗ Don't shoot into the sun!
- ✗ Don't try to get too much in
- ✗ Don't read from a script, natural is best!
- ✗ Don't try to be Steven Spielberg :-)

READY TO SHARE? **Post your video on social media and tag us in with**

@FITShow #EveryonesGoingLive #FITShow2019

Alternatively, email your video to us **live@fitshow.co.uk**