

Video Guide For Leisure Operators Post-Lockdown



Video Tips and Advice



As leisure operators gear up for opening their doors to their fitness facilities, we've put together this quick guide on how to shoot videos welcoming back your customers.

Setup

If using a phone check the **settings** - record in the highest quality, typically 1080 HD 30fps.

iPhone - Settings – Camera – Video Record – 1080p HD at 30 fps

Android - Camera App – Video – Settings – Rear Video Size – 16:9 – FHD 1920x1080

Film in **landscape** which will translate better on your website and YouTube. Whilst portrait may look better on mobile devices and some social media channels, always record in landscape which is adaptable to both.

Check where the **light source** is coming from and position the subject of the video with the light in front of them. A bright light behind will often make the subject dark and difficult to see. If shooting in a stationary space consider positioning a desk lamp behind the camera to add light to the space.

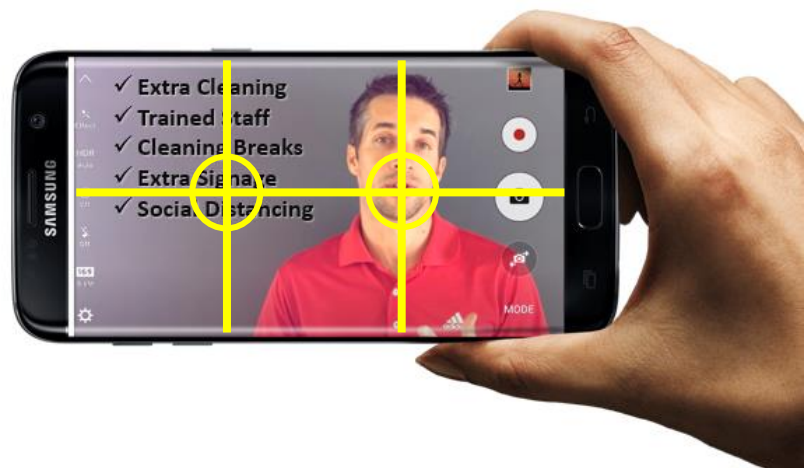
Use the camera on the **back of your phone** – not the front. If filming yourself, you may need someone to help you frame up on the shot (because you won't be able to see the screen) but the back-camera is much higher quality than the front (or selfie) camera.

Instead of attempting one long video in one take, **film separate clips** leaving 5 seconds at the start before you move and 5 seconds at the end on the last shot. These can then be edited together later and gives you time in between clips to check your script.

Move slowly if moving through an area. This will reduce camera shake and ensure viewers remain concentrating on the subject of the clip.

Minimise background noise and speak as loudly and clearly as possible. Without an external mic voices can get lost very easily to even the quietest of background noise. Test your sound quality a few times before starting filming.

If you are filming a person talking in a shot remember the '**rule of thirds**'. Imagine splitting your screen into 3, your subject should be standing in either the left or the right third of the shot with something less interesting in the background in the other 2/3rds of the shot. This will also allow you to overlay informational text in the edit afterwards. For example:



If possible try to use a **tripod** or phone holder (selfie stick or similar) to hold your device. It gives a smoother video especially if you're walking around with it, it will help reduce camera shake.

Finally, phones are absolutely fine for taking video, there is no need for a fancy camera, but if you have one, use it! Most phones will be set to the highest resolution setting but it is worth checking with your team if anyone owns a **good quality SLR camera**.

What to Film

Here is a list of videos you could film ready for re-opening. Normally we would advise videos not to run over 60 seconds to maintain the audience's attention but with the importance of the safety/welcome video these can run up to 2-3 minutes. Your customers will be interested to know everything you've put in place and taking up to 3 minutes to explain your latest updates will be welcomed by your members. Also consider that some social media channels such as Twitter and Instagram have limits on video size/length if embedding them within a post.

- 🔗 Welcome to the centre – see section below for content suggestions
- 🔗 Instructional Cleaning Videos – for customers on how to clean equipment
- 🔗 Instructional Cleaning Videos – internal video for staff training
- 🔗 Facility Walkthroughs – virtual tours (tip: consider filming these without sound and add captions in the edit to avoid multiple takes with script errors)
- 🔗 Client testimonials – once open again
- 🔗 Brand-led video on your values related to re-opening
- 🔗 Messages from staff looking forward to seeing customers back and defining standards
- 🔗 Tips on how to get the most out of the restricted layouts
- 🔗 Tips on group exercise experience whilst restricted, and signposting to your online offering
- 🔗 *How to...* book online, setup equipment, etc. (shorter procedural clips)

What to cover in your welcome video

1. A welcome from a friendly, smiling, bubbly member of the team
2. Explain where customers can find all the latest guidance on your website
3. Break down the guidance into sections and use a different area of your centre to talk about each. This will allow new customers to view different facilities at your venue.
4. Make sure you showcase all areas of the centre including front-of-house, lockers, changing rooms, studios.
5. Explain what extra health and safety measures the centre has undertaken to reduce the risk of infection to customers and staff members.
6. Give helpful tips about what customers should and shouldn't bring with them – towels, water bottles, personal belongings, shower kit
7. Explain the arrival procedures and how to enter and exit areas
8. Explain the booking procedure if this is required before arriving at the centre
9. Apologise for any areas that are not available and reiterate where they can find the latest updates on your website
10. End with a positive message about looking forward to seeing them soon and if they have any questions to ask a member of the team

Examples from around the world

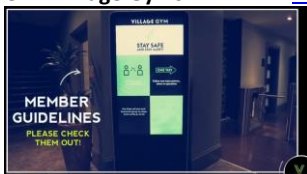
UK - The Gym Group <https://www.youtube.com/watch?v=4UdjQ7DWwA4>



UK – Pure Gym <https://www.youtube.com/watch?v=n1XrZ58YkBs>



UK – Village Gyms <https://bit.ly/village-gym-example>



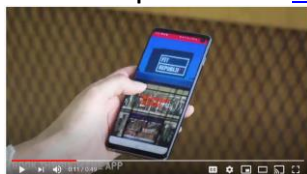
Middle East - Fitness First https://www.youtube.com/watch?v=cU3FWW_aAj4



Australia - Leisure Centre <https://www.youtube.com/watch?v=LyxE5Kz3tXg>



Dubai – FitRepublik <https://www.youtube.com/watch?v=ZYzw02f84VM>



USA – Gold’s Gym <https://www.youtube.com/watch?v=qQvD3OspwD4>



For more examples visit [YouTube](https://www.youtube.com) and search for “gym welcome back” and adjust the filters to ‘uploaded within the last month’

For details on our professional videography services
Visit www.allianceTA6.co.uk/covid-video-services

Or contact John Leaver, Head of Marketing
John@allianceTA6.co.uk 07909988532

