



Video Course Guidelines

HelpOutHospo (www.helpouthospo.com.au) has been created to promote and sell home cooking and mixology videos in an attempt to ease the burden of social isolation to the general populace, with the profits going to support the staff from partner venues.

Hospitality venues can become partners by supplying videos or video courses for purchase, with the proceeds flowing back to them. All staff from partner venues are eligible to apply for financial assistance.

What is a Video Course?

The ideal video course is a series of short, informative videos that teach the home consumer something novel, fun or unique.

The general video course criteria are (pls use as guidelines only):

- ▶ Grouping of between 4 to 8 videos
- ▶ Each video between 2 to 7 minutes in length
- ▶ Shot face to camera – instructional style

Video Course Topics & Examples

The videos should be orientated to the home cook, mixologist or home entertainer to help them create better dining and drinking experiences at home.

Examples of possible video course titles:

- ▶ Baking Masterclass
- ▶ My 5 Favorited Family Meals
- ▶ 3 Bottles, 6 Cocktails
- ▶ How to Brew Your Own Beer
- ▶ 4 Desserts to Die For
- ▶ The Wonderful World of Wine Spritzes. etc

Note: For a preview of the current courses on offer visit www.helpouthospo.com.au

Planning Your Videos

You are welcome to produce whatever style of video you wish but should you like some help with planning and formatting your video course, we have developed a Video Course Builder template to help structure your thinking.

Document should accompany this form – if you do not receive please reach out to us at support@helpouthospo.com.au and we will sent ti straight through to you.

Video Set-up/ Staging

The videos are designed to appeal to people stuck at home and looking for entertainment, ideas and insights that can help them up their 'home hospitality game'.

They are best shot:

- ▶ At home (or at a venue but with consideration given to those applying the skills at home)
- ▶ With a decent camera (late model smart phone is fine)
- ▶ In landscape mode (portrait does not translate well to the PC)
- ▶ With adequate lighting – daytime is generally best unless you have your own lighting rig!
- ▶ With consideration for sound. Too much white noise can be distracting so best to have camera set up close OR use a mic of some sort if possible

Do I need Fancy Editing/ Post Production?

Not at all. If you (or one of your family/ colleagues) are a wiz at video editing then that's great – but not necessary. The main objective is to create videos that are interesting and engaging that are easy to watch and learn from.

Some tips on post production:

- ▶ Its always nice to add a title to each of your videos to help differentiate them
- ▶ Edit out any lengths of video where waiting may be involved (e.g. boiling potatoes)
- ▶ Add some low-level background music if possible
- ▶ If you are feeling fancy...add text animations with ingredients, tips, recipes etc

Note: A great and simple online video editor is 'Splice'. You can download it for free here:

<https://splice.com/download>

Submitting Videos

Once you've created your own unique video course, you can submit it to HelpOutHospo by filling out the contact form at: <https://www.helpouthospo.com.au/#contact> and select 'Post my Videos' from the drop-down options.

Please also include:

- ▶ Your name
- ▶ Your venue/ organisation
- ▶ A YouTube link to one of the videos
- ▶ And a short message explaining what you've submitted

We will get back to you within 24hrs with next steps.

Sending Video Files

Once confirmed, we'll ask you submit your videos by sending the original files to us at support@helpouthospo.com.au

We recommend using a large file sharing service like DropBox, WeTransfer or TransferNow. This will allow us to download and upload onto the HelpOutHospo website. Please try to ensure the videos are **no larger than 100mb each** – you should be able to adjust the output size on your video editing software.

Ownership & Copyright

HelpOutHospo does not claim any ownership or rights over your video content – **your videos will always remain your property.**

If you decide at any stage to withdraw your videos from the HelpOutHospo program, simply write to us at support@helpouthospo.com.au and we will take down the video files and delete from our system.

Troubleshooting & Contact

If you have questions that are not answered on this brief, please forward them to jasonj@momentohospitality.com.au and I will do my best to help you resolve them.