

Guidelines to record a short video for the Global SME Finance Forum 2020

We are pleased that you accepted our invitation to record a short message for this year's [Global SME Finance Forum 2020](#) event, 26-28 October. While the detailed agenda will soon be released, each of the three days will focus on the *impacts of COVID-19 on SMEs and SME Finance, how financial institutions are addressing the impact of the pandemic and rebuilding SMEs*, and *the outlook of SME finance in 2030*. Going virtual gives us the opportunity to get more members involved than ever before in the meeting.

On behalf of the SME Finance Forum, we appreciate your short statements (in response to the below questions) recording the answers in short video clips.

Questions

Below are the proposed questions which you may choose to answer (any or all of them):

1. How have your SME clients been impacted by the COVID-19 pandemic?
2. How have women-owned SMEs been impacted by the pandemic?
3. What is your main concern when it comes to SME financing?
4. What gives you hope when thinking about SME financing over the next decade?
5. How has the SME Finance Forum helped you (your institution) during this crisis?

Simple Guidelines for recording

1. **Background:** Please choose a decluttered setting or a good-looking background. You can choose to record your video outdoors, in a garden, etc. Do not use virtual backgrounds.
2. **Lighting:** Make sure your largest light source is right in front of you, not behind (position yourself with the window in front of you, not behind you)
3. **Audio:** Minimize noises. If indoors, close windows, shut outside doors, unplug appliances. Turn off all notifications on your computer or phone. Please use earphones or a headset for better sound. Do not use audio directly from computer.
4. **Phone:** If you record with your phone, film horizontally. For a steady frame, place your phone against a stack of books or use a stand, stick, or tripod to support your phone.
5. **Computer:** If you record with your laptop (you can use Zoom* or any other recording app on your computer), position the camera/webcam slightly above your eye level. Use books or a stand to elevate your laptop and sit straight on a chair.

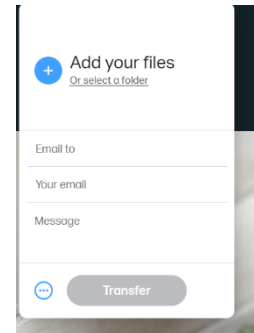


Look at the camera and remember to smile!

6. **Length and Pauses:** Each response/statement should not be more than 2 minutes, preferably 1 minute. Press record and wait 10 seconds looking at the camera before starting to speak. If you plan to answer two or more questions, please wait at least **10 seconds between each answer**. Before stopping the recording, look at the camera for 10 seconds. This will allow us time for edition.

7.

Send your video: When you finish recording, please send your video to ccarrasco@worldbank.org via wetransfer.com, or any other method of your preference (OneDrive, Dropbox).



8. If you wish to **record using Zoom**, please see the guidelines on the next page.

Certain portions or the entire material you submit might be used in different sections of the program, and we reserve the right to edit the videos to make sure we can fit everyone in!

Please send your recordings before September 3rd if possible

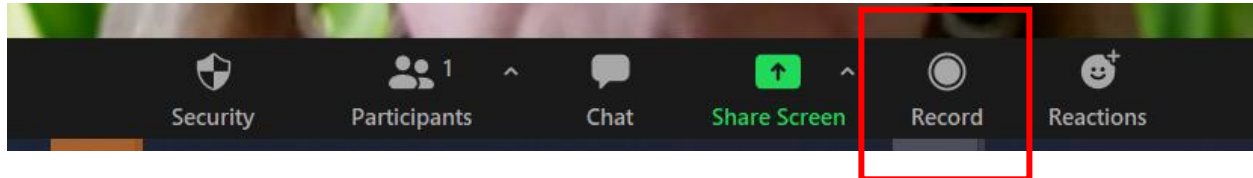
Our team member, Carina (ccarrasco@worldbank.org), will help you make this an easy process. If you have any problems, please send a **WhatsApp** message to +1202 297 5992.

Thank you in advance for all your support!

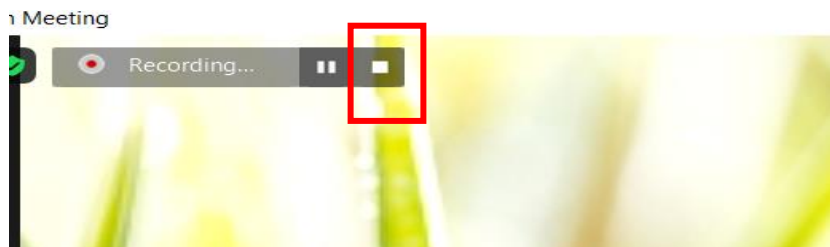
The SME Finance Forum Team

Guidelines to record using Zoom

1. Open Zoom and start a “New Meeting”
2. Join with Computer Audio and Camera on. You should see yourself on the screen.
3. Adjust your background, lighting and camera angle as per instructions mentioned above.
4. Select “Record”, pause for 10 seconds, looking straight at the camera, and start recording your answers, as per instructions above.

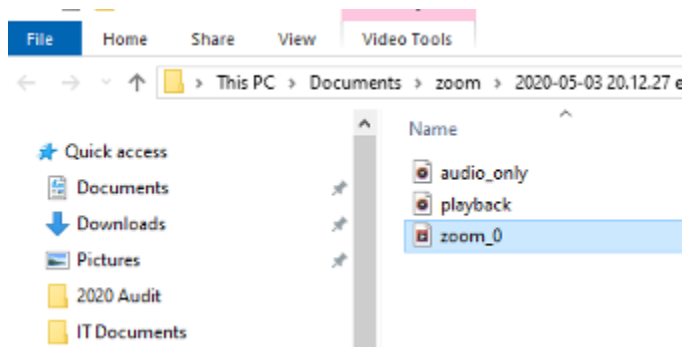


5. Once you have finished your presentation, select “Stop Record” and “End the meeting”.



Note: If you end the Zoom meeting without stopping the recording, the system will stop it for you.

6. **A pop-up window will open to begin converting your video.** After the files are converted **the window will pop up on your computer showing the converted files** into three files: files: .m4a, .m3u and .mp4 file.



7. **Please send the “zoom_X file” mp4 file.** Review your recording at this time, and rename the file with your LAST NAME.
8. Send file via wetransfer.com to ccarrasco@worldbank.org, or any other method of your choice