

## Digital Welcome Fair: Clubs and Socs stalls

This page is your chance to pitch your club or society to prospective members and recruit like-minded, talented new students. There are some things that you'll need to provide to make your pitch the best as it can be. This page, and all info provided, will replace your stall at the Welcome Fair, so first impressions count.

### Logo

You'll be asked to upload your logo if you have one. No problem if you don't have your own logo, this field will simply display the Union logo instead.

- **Format:** Please upload the logo in **high res, square format and with transparent background** (minimum dimensions 128 x 128 pixels, with a maximum size of 500KB) to ensure that it's not cut off or displayed incorrectly.

### Card image

This image will be used as your main society or club image on our Netflix style directory. Choose an image which you think best represents what you do as a club or society. This could be an image from a previous performance, sporting event, an image of your committee members, or your last social for example.

- **Format:** Portrait image. Minimum dimensions 250 x 360 pixels, with a maximum size 200KB. The image shouldn't contain any text and can't be your club logo.

### Slideshow images (optional):

Your page will contain a slideshow gallery of images. The more good quality, high res images you have, the better. Choose images that show what your club/society is all about (these could be action photos, committee photos, photos of productions or meetings etc.). These images will be displayed as a slideshow on your page and will make it stand out even more.

- **Format:** Please **choose landscape images only** for the slideshow. Minimum dimensions 640 x 480 pixels, maximum size 1MB.

### Video

Together with the description text, this is your main pitch to students, your 'stall' at the Welcome Fair, your chance to make your page more personal and interesting. The content of the video is up to you, it can be any length but we recommend a maximum of 2 mins. Try to cover; your club/society name, what you do, how often you meet, what it's like being a member and why students should join. Imagine you're talking to a group of new students at the Welcome fair and think about what you would say to them. You can film this on your phone a series of interviews with committee members, you could incorporate images and videos of your club/society meeting/playing/performing etc. There are a number of free video editing tools you can use [listed here](#).

- **Format:** Videos will be displayed in standard 16:9 format - a standard YouTube video. Please upload your video to YouTube or Vimeo, you'll be asked for the video URL when setting up your page, not the file.

### Video guidance:

- Your video can be any length but we recommend a maximum of 2 mins.
- Be as formal or creative as you like. Your video could be committee members talking straight to the camera, or a cut together piece that goes back and forth between people talking and action shots that you have gathered throughout term times.
- The more creative you get, the more interesting the video will be, and the more likely that people will actually watch it till the end. But don't worry if you can't make it super-fancy, it's the content that counts.
- Once done, upload the video to YouTube. You'll be asked to provide a link to your video, **not** the actual video file.

### A couple of tips for creating a good video:

- If you decide to talk straight to camera, keep your head in the centre of the frame, and film with your camera no less than two feet away from you. Keep the camera raised at eye level and facing straight on.
- Film in a quiet, distraction-free environment, preferably in front of a clear and neutral background, such as a white wall.
- Film in landscape when using a phone, computer or similar device. You'll get better results with a Smartphone than a Webcam.
- Keep the camera stationary and as steady as possible, especially if you're filming with a handheld device. You can use a tripod if you have one, or just use some books to hold the camera in place.
- Lighting is important, make sure you can be clearly seen. Don't stand in front of a window, filming outdoors on an overcast day tends to give the most even light. If you're filming indoors, make sure the light source is in front of you.
- Make sure your voice is clearly audible and your surroundings are free of any intrusive background noise. You'll probably notice that it'll help to speak a bit slower than you would in a normal conversation. Do some practice runs to see what works best for you.
- If you feel more comfortable with detailed prep work, have some notes ready and practice with them. It's always nicer if you don't read a script word by word, but use it as guidance to talk about each point. It's just more natural and nicer to listen to.
- If possible, edit out any pauses or hesitations you make in the final recording.

### Tagline

A one line description of your club/society. Really get to point and expand on your club name. The tagline will feature on the main directory, so will be the first thing new students find out about your club.

- **Format:** Keep it short and sweet, 5 - 15 words maximum.

**Short intro:** This will be 2 or 3 short intro sentences about your club or society that will be displayed on your image card. The main description (as per below), will only appear after clicking 'Read more'. This means that these sentences will be hugely important to get people

wanting to read more about you. So, try and get people interested and start with the good stuff.

### **Main description**

Together with the video, this is your main pitch to prospective new members. This is your chance to shine and to tell students why your club or society is amazing and why they should join.

Here are some tips on how to write a good pitch and how to stand out:

- There won't be a word limit here, however, try to only write what is relevant and interesting and gets people excited about your club or society. People will lose interest if it's just a lot of text with no real or new information (as a rough idea we'd recommend around *100* words, but this obviously depends on your club or society)
- Use headings/subheadings, bullet-point lists and paragraphs to break up your text.
- Remember that some people may be hearing about your activity for the first time, so may not know what Floorball or Futsal even is - so start from scratch with your intro.
- Use examples of all the great things you're planning during term time.
- You can also upload images within the description if you wanted to showcase your events or things you've done in the past
- Now more than ever, new students will want to feel part of a community, tell them why your community is great to be a part of
- You can also include links to resources, past events, performance videos, articles, sound bites etc.
- There is no need to write about formalities like costs for joining or how to join. There will be separate fields/ buttons for that.

### **Try to answer the following questions with your description:**

- What does your club/society do?
- What do you get up to? What are the exciting things you have done and will be doing?
- Why should people join? Why are you a great community to join?
- What are your future plans? What will these plans look like in Term 1 (will there be actual events, or online meetings etc.)