
Nominee Video Guidelines Individual Awards

Congratulations on your PAA Best of Apartment Living Individual Awards nomination!

In order for our judges to learn more about you and your job performance, we are asking you to submit a video that will be used for judging. THE DEADLINE TO SUBMIT YOUR VIDEO IS FRIDAY, July 15th, 2022. Videos must be submitted to our email account info@paahq.com. You must receive a confirmation from our team that we have received your video to complete your video submission. If you don't receive a confirmation email, then please send again.

Here are a few guidelines to help you create your video:

1. Introduce Yourself. Make sure you tell us your name, the Best of Apartment Living Individual Award you were nominated for, your job title along with your responsibilities, apartment community/company you work for, how long you have you worked for the apartment community/company, how long have you been in the apartment industry, what other job titles you have had, and any other interesting facts that will help the judges get to know you better.

2. Tell us Why You Are Awesome. Please answer the questions provided in this packet during your video. You don't have to only answer the questions we have provided, but please make sure you convey to us what you do that sets you apart from the other nominees. Sharing examples and stories is a great way for the judges to get to know you better. We know it can be hard to brag on yourself, so feel free to enlist the help of others to help explain why you should win the Best of Apartment Living Individual Award. You can utilize co-workers, residents, suppliers, or anyone else you interact with professionally, in your video. It is important for the judges to see and hear why you are awesome, because they don't know you personally.

3. Make a Good Video. View the video tips to make sure you are creating the best possible video for the judges. It is very important that judges be able to see and hear you and that you present yourself in a professional manner. We encourage you to be creative, just keep it classy. When it comes to the content of your video, the key is quality not quantity. If you are not sure how to create a video, please contact the PAA at 610.664.1800 or info@paahq.com and we will give you guidance to get you started.

Nominees Videos Should Not Exceed 10 Minutes



Interview Questions for Video Submissions Individual Awards Continued

1. Tell us your full name, the apartment community/management company your work at, and the award you have been nominated for.
2. How long have you worked in the apartment industry? And how long have you worked for this apartment community/company?
3. Is this your first job in the apartment industry, or have you been promoted from another position to the current position you are in?
4. Explain your job responsibilities, and what a typical day is for you.
5. What skills and abilities do you possess that help you excel in your job (Specifically, the award you have been nominated for)
6. What training or certifications do you have? Or, what training or certifications would you like to have? (Please include any NAA Designations you have received)
7. Describe your customer service philosophy, and give an example of when you went above and beyond for a customer (resident).
8. Why should you win this award?

You are welcome to enlist the help of others in answering these questions during your video. For example, you could record a co-worker or supervisor endorsing your skills and abilities. A resident could help tell the story of your customer service philosophy. Maybe you would like to include how your family has supported you as you have excelled in your career and position with your company.



Video Submission Tips

ESTABLISH A PLAN: Before you ever start videoing, you should think about what type of video will be most comfortable for you. Your video could be you speaking directly to the camera, having someone interview you, having co-workers talking about you, or a slideshow with a voiceover—or a combination of any these. There are many formats you can use, and you should choose an option you are comfortable with. If English is not the language you are most comfortable with, feel free to speak in the language you are most comfortable with in your video. However, you will need to include English subtitles, or have someone translate what you said into English during the video to ensure our judges fully understand.

ASK FOR HELP: Don't be afraid to ask your co-workers, friends, or family for help in creating your video, especially if you have never created a video before. Contact the PAA office at 610.664.1800 or info@paahq.com if you need help. **SCRIPT:** We have outlined important questions that you should answer during your video. Take time to think about your answers and even write yourself a script, try to avoid reading directly from your script during your video.

LANDSCAPE ORIENTATION: If using your phone to take the video, make sure you record the video in landscape orientation (holding your phone horizontally, not vertically). This maximizes the image on the screen.

OUTSIDE NOISE: Should you choose to record your video outside make sure you consider the wind noise and other noises that could make it difficult for the judges to hear someone speaking in the video. Avoid taking the video on a windy day or near a road with traffic. If you need to record outside, consider connecting a microphone to help ensure you get good audio of the person speaking, or recording your audio separately and add it to the video later.

MUSIC: If using music in your video, make sure you don't have music playing while anyone is talking, or make sure the music is low enough that you can hear what the people are saying in the video. What is being said is more important than the music.

EDITING: While you can submit a video that was recorded in one take, you can also edit your video and take advantage of re-do's or "takes." Many video apps and programs will allow you to cut and piece together video clips so you can use the best take when creating your video - and many are free! These apps and programs can be intuitive and easy to use, so you don't have to be video pro. If you are using a free app make sure to look for restrictions on the quality of video you can send/upload and if they put a watermark on your video - these things can be a problem when trying to make a high-quality professional video. If you're not sure, test it before investing a lot of time to create your video only to find out they have restrictions. In the past nominees have used the following Apps: Videoshop, Splice, iMovie. If you have a computer you should have video editing software on your computer already - Mac computers have iMovie, and Windows computers have Movie Maker.

KEEP IT CLASSY: With all the video editors out there, you can get very creative with your video. We want you to show your personality in your video but remember the goal is to show yourself as a professional. Don't go overboard with crazy filters or enhancements.

REVIEW YOUR VIDEO: Make sure you take the time to watch your video before submitting it to be judged. Will the judges be able to see and hear everything clearly? If not, you need to make adjustments to ensure you are submitting a high-quality video.

