



ZENITH AWARDS NOMINEE VIDEO GUIDELINES

COMMUNITY AWARDS

Congratulations on your Zenith Awards nomination! In order for our judges to learn more about your apartment community we are asking you to submit a video that will be used for judging.

THE DEADLINE TO SUBMIT YOUR VIDEO IS FRIDAY, OCTOBER 4TH.

Videos must be submitted via YouTube to Nicole Krouse at nkrouse@taonline.org. You can make your video "unlisted" on YouTube so that only those who have a link can view your video and it will not be visible to the public. You will receive a confirmation email letting you know we received your video. If you don't receive a confirmation email, then please send again.

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

- 1. Show off Your Assets.** Make sure you tell us the name of your apartment community and the Zenith Award you were nominated for, introduce the staff at your apartment community including their job title and responsibilities, tell us what year the community was built/renovated, how many units are at the community, give us a tour of the community (include exterior & interior, and a model apartment if available, and show us your amenities.
- 2. Tell us Why Your Apartment Community is Awesome.** Please answer the questions on the reverse side of this page during your video. Make sure you tell us what sets your apartment community apart from other apartment communities. You can include information about your physical property, performance metrics (occupancy, resident retention rate, ratings & reviews, NOI, etc.), amenities & services, staff, resident events, customer service, community service projects, etc. You can also enlist the help of your residents to help explain why your community should win the Zenith Award. It is very important for the judges to see and hear why your community is so awesome.
- 3. Make a Good Video.** Make sure you submit a good quality video for the judges to review. View our 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 clearly on the video, 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 can provide all the information you think the judges need in a short amount of time, that works. Don't feel like you need to create a video that uses the full 10 minutes. If you are not sure how to create a video, please contact the TAA office at 918-747-6217 or info@taonline.org and we will give you guidance to get you started.

NOMINEE VIDEOS SHOULD NOT EXCEED 10 MINUTES.

IMPORTANT QUESTIONS TO ANSWER DURING YOUR ZENITH AWARDS NOMINEE VIDEO

Community Awards

1. Tell us the name of your apartment community, the award you have been nominated for, and introduce the staff at your apartment community.
2. What year was your apartment community built? If it has had a renovation, what year(s) was the renovation completed?
3. How many units does the apartment community have & what amenities do you offer? Explain the unit mix and the amenities.
4. Tell us about your apartment community's performance metrics (occupancy, resident retention rate, ratings & reviews, NOI, etc.). Are there areas where you would like to improve?
5. What sets your apartment community apart from other apartment communities?
6. What events do you host for your residents?
7. Are you involved in community service projects, or with charitable organizations? If so, explain.
8. What are residents saying about your apartment community? This is a great opportunity for you to include your residents in your nominee video.

You are welcome to enlist the help of others in answering these questions during your video. For example, you could record your supervisors, owners, or management staff endorsing the information about your apartment community. You could also have vendors talk about your apartment community, or residents could share stories and examples of their satisfaction with your apartment community.

TIPS FOR CREATING A GREAT NOMINEE VIDEO

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 include English subtitles, or have someone translate what you said into English during the video to ensure our judges fully understand what was said.

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, it would be wise to enlist the help of others. Contact the TAA office at info@taaonline.org if you need help and we can put you in contact with individuals that have volunteered to help with videos.

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, but 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. Check out Amazon.com for inexpensive microphones, and YouTube for how to use them.

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 to use them. 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. If you are not sure what app to use for video editing, ask a co-worker, friend, family member...or a kid in your life! Again, video editing is not required, but you can do editing to your video if you would like.

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.