



ZENITH AWARDS NOMINEE VIDEO GUIDELINES

MANAGEMENT COMPANY AWARD

Congratulations on your Zenith Awards nomination! In order for our judges to learn more about you and your performance, 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@taaonline.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. **Introduce Yourself.** Make sure you tell us the name of your company and the Zenith Award you were nominated for, introduce the staff at your company including their job title and responsibilities.
2. **Tell us Why Your Company is Awesome.** Please answer the questions on the reverse side of this page during your video. You can include information about your company, what customer service means to your company, performance metrics, how your company stays up to date and in compliance of regulations and laws, community service and involvement in the Tulsa Apartment Association. Stories, and examples, are a great way for the judges to get to know your company. Share an example of a time your company went above & beyond the call of duty, or a time that you overcame an obstacle and had a positive outcome. Feel free to enlist the help of others to help explain why your company should win the Zenith Award. You can utilize employees, customers, suppliers, or anyone else you interact with professionally, in your video. It's very important for the judges to see and hear why your company is 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@taaonline.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

Management Company Award

1. Introduce yourself, tell us the name of your company and the Zenith Award for which your company has been nominated.
2. What year did your company start managing property in Tulsa? How many units does your company manage in Tulsa? How long has your company been a member of the Tulsa Apartment Association?
3. Tell us about your company (mission/vision, management type, company culture, performance metrics, etc.) If you would like, you could take us on a tour and show your office, a sample of your apartment communities, and introduce some of your staff.
4. Describe your company's customer service philosophy, and give an example of when your company went above and beyond for a customer. Include information about your company's ratings & reviews.
5. How does your company stay up to date on training and in compliance with regulations and laws in the apartment industry? What training does your company offer its employees?
6. Is your company involved in community service projects, or with charitable organizations? If so, explain.
7. Tell us about your company's involvement with the Tulsa Apartment Association.
8. Why should your company win this award?

You are welcome to enlist the help of others in answering these questions during your video. For example, you could record owners, employees, residents, and suppliers to help you tell the story of your company.

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.