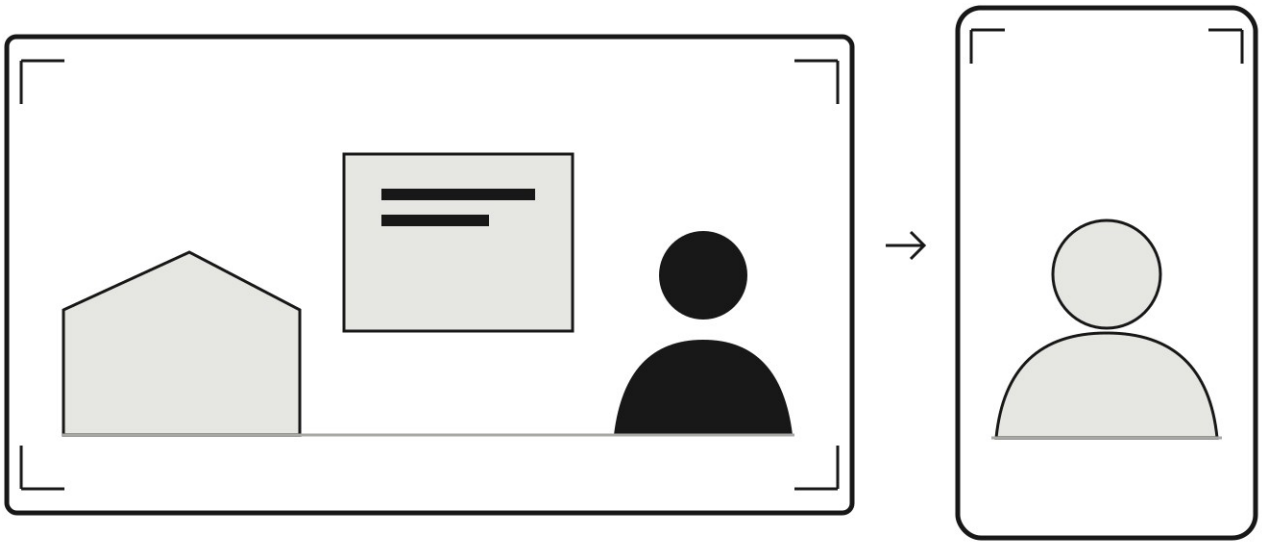
A FREE GUIDE

Capture Useful Event Videos With Your Phone

A simple plan for filming your next event.



For event planners and marketing teams.

Choose a 15-minute plan, a short recap or a team shoot.

Plan 02 / Film 03–05 / Edit & share 06–08

Checklist 09 / Shot list 10

01 / PLAN

Plan your video

Pick one main goal. Write down who will watch and what they should learn.

Goal	What to film and where to use it
Thank guests	Key moments and one useful tip. Share them in a thank-you email.
Promote the next event	People arriving, learning and meeting. Use the clips on the next event page.
Update sponsors	Sponsors helping guests. Share the clips in a sponsor update.
Teach members	A clear how-to or short talk you may record. Share it as a learning clip.
Help people join	People meeting, working and helping. Use a “what to expect” post.

1 / One person, one phone, 15 minutes

Aim for 6–10 clips. Spend five minutes on the place and arrivals, five on people and details, and five on a speaker and reactions. Spread this across breaks. Check the clips and save the best ones.

2 / A 30–60-second recap

Pick one person to film at set times. Plan two or three short interviews. Choose a wide or tall video. Set aside time later to edit and get it checked.

3 / A team plan

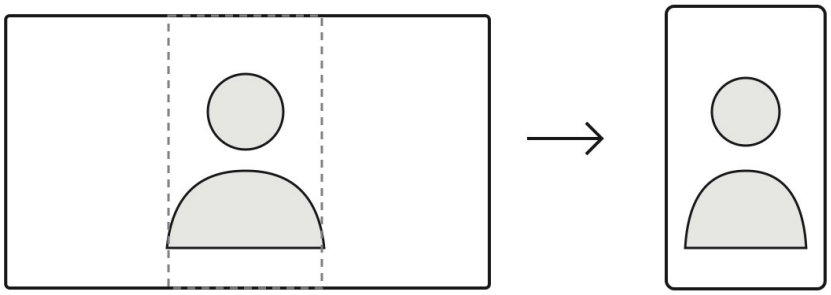
Give each person a job: event scenes, interviews, or sponsor clips. Agree on phone settings and video shape. Use one shot list, one folder and one person to collect the files.

Check for missing shots at a break. Plan who covers sessions that happen at the same time. Name the person who will check the final video.

02 / PHONE BASICS

Set up your phone

Before you film: Charge the phone, check free space and clean the lens. Pack a cord or power bank. A grip, small tripod or mic you know can help.



Choose the shape. Wide (horizontal) fits stages and groups. Tall (vertical) fits phone feeds. Need both? Film a second clip. Stop before you turn the phone.

Use normal Video mode. Try HD (1080p) at 30 frames per second. Use 4K if you plan to trim the edges of the image. It makes larger files. Test your settings with the person who will edit.

Keep it still. Use two hands and tuck your elbows in. Move closer when safe. Keep aisles and other people’s views clear.

Check the face. On iPhone, tap the face and use the brightness control. Hold your finger there to lock focus and brightness. On Android, look for focus and brightness controls. Names vary by phone and app. Check again when you move.

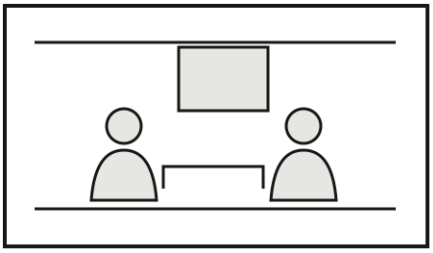
Find good light. Face the person toward a window or soft room light. Keep bright windows behind you. Move if their face looks dark or has odd colors.

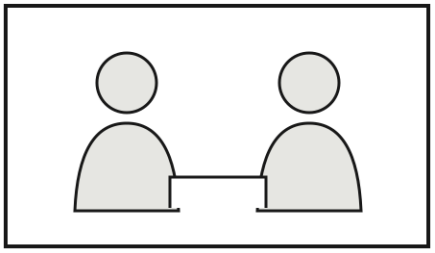
Watch for flicker. Some indoor lights cause dark bands or pulses in video. Try a new angle or different light, then film a test.

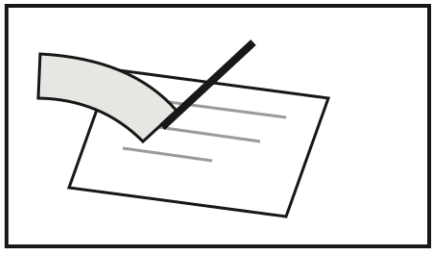
Record 10 seconds. Play it back with sound.

03 / WHAT TO FILM

Get six kinds of shots







Wide	Medium	Close
Show the whole place.	Show people doing something.	Show a small detail.

Try these three views of one activity. Then work through the list below.

Shot	Look for
Place	Event sign, entrance or a room full of people.
Activity	A workshop, demo, check-in desk or people talking.
People	Members, staff or volunteers taking part.
Detail	Hands, tools or notes with no private details.
Speaker	A stage view or short talk you have permission to film.
Reaction	People listening, laughing, asking questions or clapping.

Hold most shots for 6–10 seconds

Stay still at the start and end. Let the action finish, even if it takes longer. You may use only a few seconds in the edit.

A phone across the room may get a good picture but poor sound. For a clear quote, move closer or record a short interview later.

Get a closing shot. Film applause, people leaving or a final chat. Let reactions happen on their own.

Avoid: sweeping the phone around, very short clips, zooming in too far and too many shots of the stage.

04 / INTERVIEWS

Record short interviews

Find a quiet spot

Move away from music, speakers, fans and busy halls. Frame the person from the chest up. Keep the phone close enough to hear them, with your fingers off the mic.

Record a test answer and listen with headphones if you have them. Using a separate mic? Check that the phone is recording from it.

Ask one or two questions

Who	Try asking
Guest or member	“What is one idea you’ll take back to work?”
First-time guest	“What would you tell someone coming here for the first time?”
Customer	“What problem did you hope to learn about today?”
Staff or sponsor	“What are you helping people do here?”

During the interview

Ask first. Say where you plan to use the video. Follow your team’s permission process. Let the person say no.

Listen. Ask one question at a time. Try “Can you give an example?” Don’t tell them what to say or ask for praise.

Get a full answer. Ask, “Could you say that as a full sentence?” It should make sense without your question.

Leave a pause. Stay quiet while they speak. Wait a moment before you stop. Check the spelling of their name and group.

Check behind them for private screens, guest lists and badge details.

05 / EDIT

Make a 30–60-second recap

Choose a free editing app

iPhone: iMovie. Start a Movie, add clips, drag them into order, and trim the ends.

Android: Google Photos. Look for Create → Highlight video → Select content. Add clips, change their order, and trim. Tools vary by phone and app version.

Computer: Shotcut. This free editor works on Windows, Mac and Linux.

Try two clips first. Save a test video in the shape you need.

Build the video

1. Pick your clips. Start with 10–15 good clips. Choose one or two short answers that add a useful point.

2. Put them in order. Open with a busy room or a useful line from an interview. Show where you are, what people did and what they learned. End with the event name and one next step.

3. Trim. Cut shaky starts, repeated shots and long pauses. Join the clips without fancy effects. Keep each person’s meaning when you shorten an answer.

4. Finish. Keep voices easy to hear. Add captions and a small logo or event title. Save the video. For a second shape, check each shot so faces and text stay in view.

What to do the same day

Back up the files and mark your best clips. Share a short clip once its captions, permissions and facts are checked. Leave the full recap, music and extra sizes for a planned work session.

06 / BEFORE YOU POST

Check before you share

People and places

Check the venue, event and speaker rules. Ask before filming slides or demos. For children, follow the event’s parent or guardian permission process. Do not film people who say no.

Keep private talks, personal badge details, guest lists and private screens out of the video.

Music

Buying a song does not give you the right to put it in a video. Check the rights to both the song and the recording. The license should cover business use and each site where you’ll post. Save it and give credit if it asks you to.

Google Photos’ built-in music is marked for personal use, not business use. Leave it out unless you have the rights you need.

Captions

Captions show speech and key sounds as text. Add them and fix wrong names or words. Check that people can read them on a phone. Add a short written summary of key points shown on screen.

Watch the saved video

Play it with sound, then on mute. Check names, dates, text, sound, faces and private details. Keep text away from app buttons. Have the person you chose check it before you post.

Keep original clips and permission notes in your team’s shared storage. Open the copies before you delete anything. Use only tools your team allows for private footage.

07 / MADE-UP EXAMPLE

A one-day conference

An event planner has 40 minutes to film across the day. The goal is to show next year's guests what the event is like. The planner will also share a 45-second recap with this year's guests.

When	What to film
Arrival	Event sign, check-in desk and full room.
First session	Speaker, people listening and hands taking notes.
Workshop	Groups at work, tools and materials.
Lunch	People talking and a sponsor helping a guest.
Afternoon break	Two short interviews in a quiet spot.
Closing	Applause and people leaving.

A 45-second edit

0–5 seconds: Event sign and people arriving.
5–20: Speaker, workshop and close details.
20–32: One clear answer from a guest.
32–40: People talking and helping.
40–45: Applause, event name and next step.

That evening, the planner backs up the files and marks the best clips. The full edit waits for a work session.

Use the clips again

Share the recap in an email or on the event page. Use a sponsor clip in an update, or a short tip in a member post. Check that each new use has permission.

Afterward, ask: Did the video show what we planned? Could someone who missed the event follow it? Did we use it where we meant to? What should we film next time?

PRINT / CHECKLIST

Event-day checklist

Keep this with your event schedule.

Event / date: _____

Who it’s for / goal: _____

Who will film / check the video: _____

Before it starts

☐ Choose wide, tall or both. Pick times to film.

☐ Check venue and speaker rules. Know who must stay off camera.

☐ Charge the phone, check free space and clean the lens.

☐ Film 10 seconds in the room. Watch it and listen.

☐ Pick a quiet interview spot. Test any mic you’ll use.

While you film

☐ Get shots of the place, activity, people, details, speaker and reactions.

☐ Get wide, medium and close views. Hold most clips for 6–10 seconds.

☐ Stay still. Let the moment finish. Stop before turning the phone.

☐ Check faces, focus and dark bands when the light changes.

☐ Before an interview, explain the use and ask permission. Ask one open question. Get a full answer.

☐ Avoid private talks, badge details, private screens and people who said no.

Before you leave

☐ Check that key clips recorded. Get a closing shot.

☐ Check names and permissions. Mark the best clips and any not to use.

☐ Copy the files to your team’s storage. Open the copies to check them.

Before you post

☐ Check captions, music rights, framing and names. Watch with sound and on mute. Ask your reviewer to check it.

PRINT / SHOT LIST

Shot-list worksheet

Write down each shot you need.

Event / date: _____

Who it's for / goal: _____

What should they learn? _____

Where and when will we post? _____

Shot ideas: place • activity • people • detail • speaker • reaction • closing

What to film / why	Time / place	Who / wide or tall	File / checked?
1.			
2.			
3.			
4.			
5.			
6.			

Interview notes

Name / group: _____

Question: _____

Allowed uses / permission note: _____

Best answer / clip name or time: _____

Files and checks

File folder: _____

Who will check it / due date: _____

Do not use: _____